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Modern Roses

PERENNIALS AND FRUITS



New Floribunda Pinocchio in the Jackson & Perkins Rose Gardens

Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

NEWARK, NEW YORK STATE

The Rose Capital of America

1943

Longest-Blooming YELLOW Hardy Climber King Midas

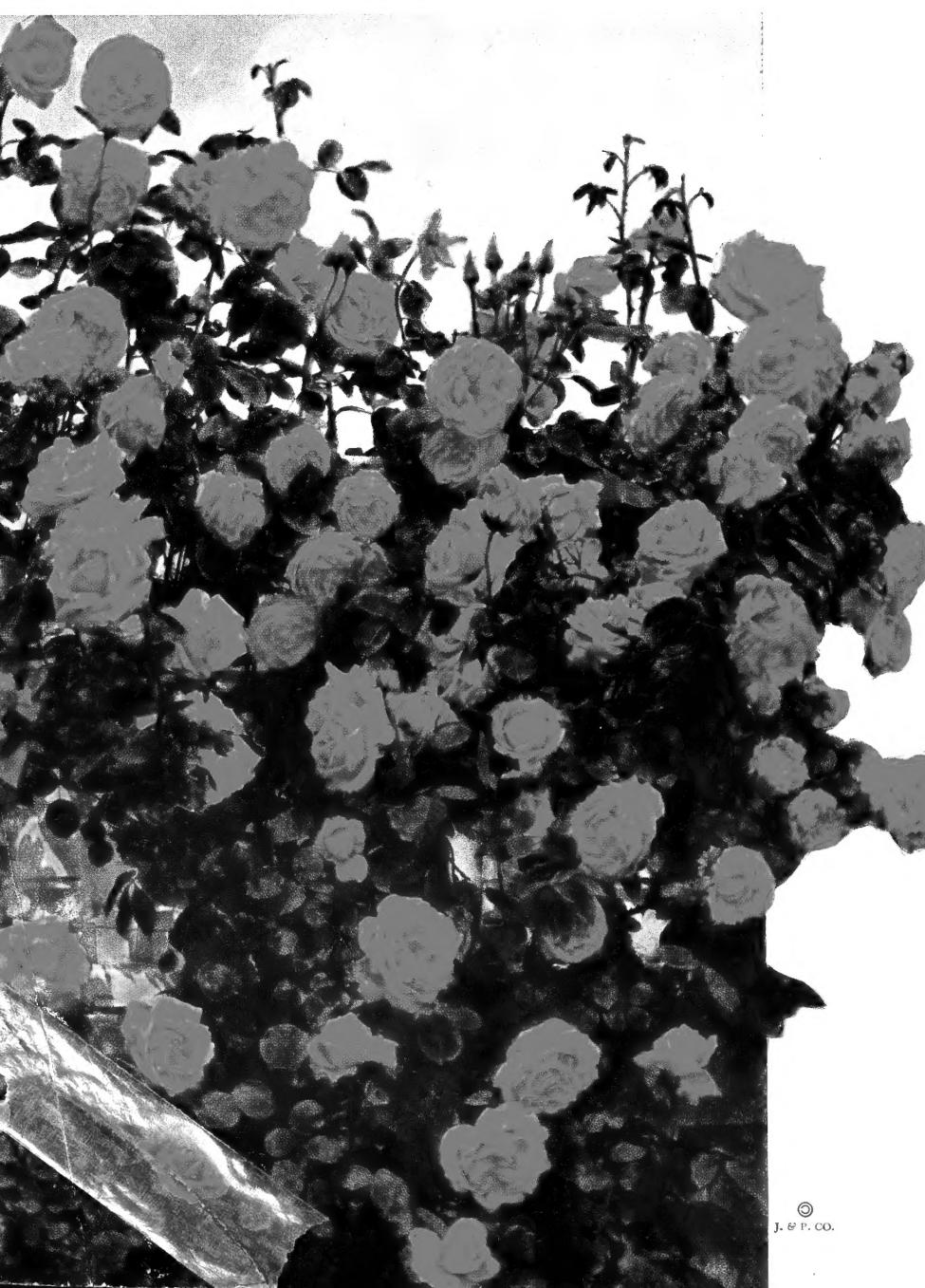
Lovely King Midas
partly open bloom

©
J. & P.
Co.



BECAUSE King Midas is so easy to grow and has brought such glorious new beauty, charm and grace to tens of thousands of gardens, large and small, this J. & P. 1942 introduction well deserves the distinction of being the most popular yellow Climbing Rose in America.

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it and all it touches into living, limpid, yellow gold. Truly, this blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage.



There is no Rose like King Midas; no other color so urgently needed in Modern Climbers. No wonder virtually every plant from last season's crop was gone before April was over! Plenty of big heavy two-year-old plants ready for you to plant this spring.

Plant Patent applied for

Have Hundreds of Large, Double Blooms from Even a Single Plant

This amazing Climbing Rose with the Midas touch will perform miracles of beauty for you wherever you plant it. A 1936 seedling by Dr. Nicolas—nurtured, tested, observed and propagated by the J. & P. Dept. of Plant Research—hardy in all sections. A vigorous grower, it will bloom freely the year after you plant it. You will glory in the big, luxurious Hybrid-Tea-like blooms fully 4 to 5 in. across and in the magnificent colors of the deep gold buds and clear unfading yellow flowers. Long-lasting, excellent for cutting. King Midas will be your most prized Climber for years to come—be sure to plant several this season.

Longest-blooming—begins early, continues through June till other large-flowered Climbers have ended.

Lavishly prolific—the exquisite buds open in many large clusters of 4 to 6; make the whole plant a miracle of cloth-of-gold.

Living gold—in the size, form and quality rosarians have long wanted.

Modern, pointed buds—golden-yellow flushed with red, slow to open, lovely for cutting; medium long stems.

Large, long-lasting, double blooms—hold their graceful, high-centered form as flowers slowly unfold, almost until full-open; 4½ to 5 in. across; the golden-yellow gradually lightens to clear, unfading yellow till petals drop; does not burn.

Fast-growing—establishes itself quickly and throws out long, stout, blooming wood from basal shoots; canes grow 8 to 10 ft. high; will bloom freely next year.

Extremely hardy—inherited sturdy Wichuraiana blood through both parents; very resistant to diseases; stands heat well.

Luxuriant foliage—bright glossy green with reddish stems; in late summer becomes deep green, rich and leathery.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Already, thousands of plants have been ordered from the splendid specimens we dug last fall for your 1943 gardens, but we hope we have enough for all. To be sure, we urge you to order just as early as you can! Your plants will be sent prepaid at the proper spring planting-time.

**For special offers of this and other J. & P.
Modern Climbing Roses, see pages 27-31.**

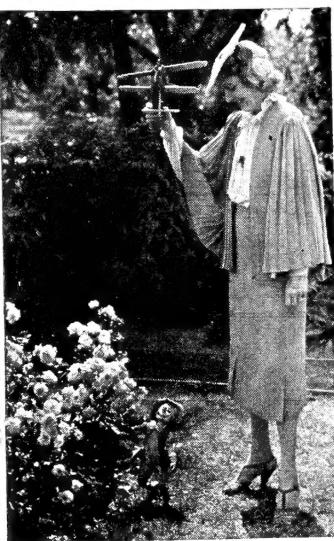
The PARADE OF MODERN Roses

THIS year there's new meaning in "The Parade of Modern Roses," as millions of Modern Roses continue to bloom in American gardens and the hundreds of thousands of new J. & P. Roses that will be planted this spring add their contribution to the American way of life—living symbols of a free people and a prophecy of peace—an important influence in maintaining morale.

Just as the Roses keep on growing and blooming because it is the natural thing for them to do, so we unite in working together, helping each other, cheering each other—and volunteering our utmost support of America's March to Victory.

In the 1943 Parade presented in this book for your selection in planting your Victory Garden this spring, you will revel in the glorious, greatly improved Modern Roses—Hybrid Teas, Floribundas, Climbing Roses, Tree Roses, etc. Also Modern Perennials and selected Fruits to make your plantings complete—a display of garden beauty for a more attractive neighborhood, plenty of flowers and luscious, vitamin-fresh fruits for you and to give your friends.

Sue Hastings came to the Festival last June with her world-renowned marionettes; her puppet Pinocchio took part in introducing the new Rose named for him (see back cover of this book).



Below are Mrs. Marshall, wife of General Marshall, and other dignitaries at the Festival of Roses, Army-Navy Day—J. W. Johnston, Capt. H. J. Markland, Capt. R. W. Britt, Charles H. Perkins.



The J. & P. Cover Garden

GROUP #339

For you to have in your own garden a grand color display of the Roses on the front cover (numbers in parentheses identify position of each): Floribundas—6 plants Pinocchio (1), 6 Snowbank (2), 6 Donald Prior (3), Hybrid Teas—3 Mary Margaret McBride (4); 3 Mandalay (5), 3 Gloaming (6), 3 Dicksons Red (7); Tree Roses—2 Saturn (8), 1 McGredy's Sunset (9), 1 Countess Vandal (10); 6 Giant Delphinium Exquisite (11).

40 Plants in all
(value \$53.60) for... \$44.65

Prepaid

Get Acquainted Selection,
These Finest Varieties:

GROUP #340

3 Pinocchio, 3 Snowbank, 3 Donald Prior, 1 Mary Margaret McBride, 1 Mandalay, 1 Gloaming, 3 Delphinium Exquisite.

15 Plants
(value \$15.55) for... \$12.95

Prepaid



Mary Margaret McBride and C. H. Perkins with the All-America Rose named for her (see p. 5).



At left: one of crowds at Newark's Festival of Roses.



Below: a glimpse of the J. & P. Gardens described on next page.

**OUR Guarantee
IS YOUR PROTECTION**

OUR GUARANTEE—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

We Suggest You Order Early

Never before have we seen so much interest in gardening, nor so many orders coming in so early! Though our plantings were much increased two years ago, we could not foresee this great garden year, and fear many favorites will be gone before the planting season is over. Order early!

J. & P. Rose & Perennial Plants sent Prepaid, per terms on Order Blank

FREE J. & P. Guide to Successful Rose Gardening—soon as your order is received we send you this valuable guide—how to plant, what to do all spring, summer and fall, even how to cut blooms.



Imagine the thrill of viewing this growing field in our Rose Nurseries.

Jackson & Perkins Co.

World's Largest Rose Growers

1 Rose Lane
NEWARK
New York State

Rose Capital of America

GARDEN
V
FOR
VICTORY

Mecca of Rosedom

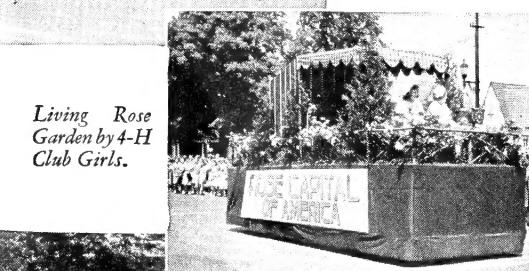


First Division of the Kiddies' Rose Parade.

The lovely M.G.M. Starlets came to the Festival and were Majorettes in the Parade.

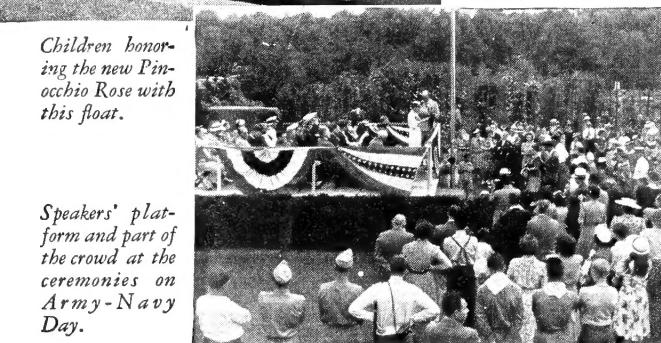
These boys symbolized "Garden for Victory" with their great, attractive "V" on wheels.

Living Rose Garden by 4-H Club Girls.



Children honoring the new Pinocchio Rose with this float.

Speakers' platform and part of the crowd at the ceremonies on Army-Navy Day.



Festival Favorites GROUP #341

Through the popularity votes of thousands of visitors to the Festival of Roses, our own observation and selection, and the reports of our 120 testing stations from coast to coast here is an outstanding dozen Modern Roses for you to plant this spring. They will win prizes for you in the Rose shows.

Mary Margaret McBride, coral-pink
Pan America, orange and gold (p. 11)
Rose d'Or, pure gold (p. 10)
Sonata, cochinéal-red (p. 6)
McGredy's Sunset, saffron flushed orange (p. 14)
Rose Bampton, China red (p. 12)

McGredy's Salmon, salmon-pink (p. 15)
Hector Deane, deep pink (p. 14)
Flambeau, glowing scarlet (p. 10)
Neville Chamberlain, salmon (p. 17)
Saturnia, cardinal-red with salmon-yellow and copper (p. 11)
Rex Anderson, white (p. 14)

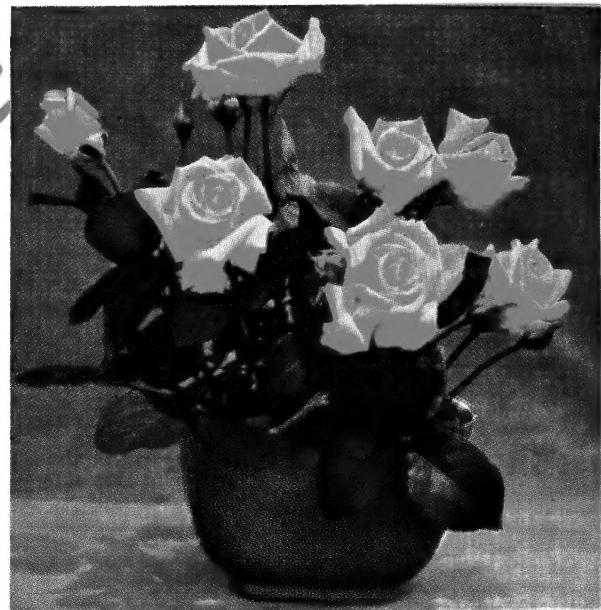
12 Plants, 1 of each of the Festival Favorites above (value \$16.50) for only

\$13.50
\$27.

GROUP #342 24 Plants, 2 of each of above (value \$33) for only

HERE at Newark, in the rigorous climate of northern New York State, over 2,500 acres are devoted to the Jackson & Perkins plantings, and the world's largest Rose-hybridizing operations are maintained under the direction of Eugene S. Boerner, Director of Plant Research. Our standards are so exacting that only about one out of every fifteen hundred or two thousand seedlings ever finds a place among J. & P. Modern Roses.

In the J. & P. Test and Display Gardens there are 20,000 Rose plants in over 3,000 varieties, more than 500,000 blooms open at a time—all the Modern Roses already introduced, hundreds of new Roses for the future. It takes five years to prove and propagate a new Rose. J. & P. is also closely associated with leading Rose hybridizers of other lands, with sole American rights for new introductions of McGredy, Dickson, Gaujard, Aicardi, Pahissa, etc.



This arrangement of the new Mary Margaret McBride Roses, striking in its grace and simplicity, was created at the Festival of Roses by Esther C. Grayson, co-author of the book "Flower Arrangement in Color." In her expert way she has so staged the picture that any hostess can easily duplicate the setting in her own home.

The Festival of Roses

In the pictures on this and the previous page, we bring last summer's Festival of Roses to you.

The Kiddies' Rose Parade was bigger than ever.

Since their visit to the Festival the Hollywood Starlets have both received new contracts—Jetsy Parker with M.G.M. and Dorothy Schoemer with Warner Bros. They were in the parade and gave a dancing exhibition at the Moonlight and Roses Dance.

Mary Margaret McBride came to celebrate the 1943 All-America Award received by the new Rose named for her.

Sue Hastings' world-renowned marionettes gave two performances, one when her puppet Pinocchio introduced the new Floribunda Rose named for him, the other a twilight show at the bandshell in the public square, for the children.

On Army and Navy Days, June 20th and 21st, Mrs. George C. Marshall, wife of General Marshall, Chief of Staff, U. S. Army, was honor guest. She helped inaugurate the national Victory Garden Harvest Show movement. A demonstration show was conducted by Cornell University and J. & P., in collaboration with the movement authorities.

All summer and fall visitors to our fields saw great carpets of color as the plants we grew for you to plant this spring were blooming gloriously, gaining rugged vigor and storing up abundant energy to be even more beautiful in your garden.

Next June the Festival of Roses will continue, from the 15th to July 5th. You are cordially invited to visit us then, or anytime in summer or fall, for J. & P. Modern Roses will still be in bloom. Their fame has made Newark the Mecca of Rosedom—welcome to the Rose Capital of America!

Flowers in Wartime? Decidedly So!

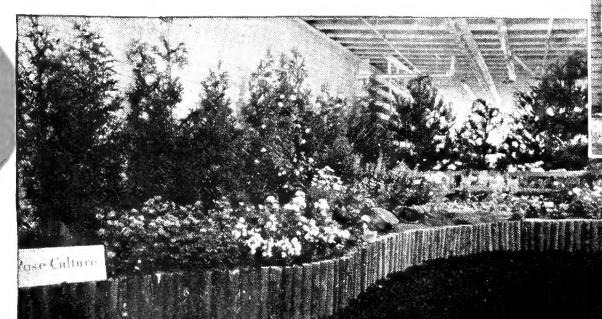
—H. W. Hochbaum, U. S. Dept. of Agriculture

After describing the important food production from Victory Gardens, Mr. Hochbaum adds: "There is still another great source of vitality which should not be neglected even in wartime. There is a hidden hunger which cannot be stilled by vitamins . . . the hunger for the beautiful in nature; the rolling greensward, the lovely copse, the exquisite Rose . . . Self-respect, greater love of home and country, better morale, all grow when farm and town homes, our public buildings, our towns are beautiful with lawns, flowers, shrubs and trees. . . . Vegetables, fruit, flowers, open lawns, attractive homes and towns are all a part of gaining the victory."



England's gardens continue to bloom for morale—a wartime picture of the Queen Mary Rose Gardens in Regent's Park, London, courtesy of Canadian Horticulture and Home.

The Floriculture Department of Cornell University came to the Festival to participate in the inaugural Victory Garden Harvest Show. This intensely interesting exhibit, "Around the Year in a Rose Garden" was a complete visual course in Rose Culture.



One of our great warehouses, now filled to the doors with your plants for next spring, then turned over as a cool, refreshing headquarters for the demonstration Harvest Show.

THE 1943 ALL-AMERICA WINNER

Mary Margaret McBride

Created by Dr. Nicolas
in the Jackson & Perkins
Dept. of Plant Research

(Plant Patent No. 537)

EVERYONE will want this outstanding new ever-blooming All-America Hybrid Tea Rose for its own loveliness and because it bears the name of the gracious "Mary Margaret." Named for the noted author and radio personality, beloved in millions of homes from coast to coast. This new Rose is admired particularly for its perfect form . . . a new triumph in floral grace. The double blooms are large and high-centered. The pointed buds open gradually, always keeping their beautiful high center. The color, borrowed from the radiant glow of a summer sunset, is a clear, deep coral-pink suffused with shimmering gold at base of petals. As the flowers mature the pink gradually lightens to that of Eternal Youth. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Luxuriant, smooth, leathery, deep green foliage.

The distinguishing features that made Mary Margaret McBride so worthy a 1943 All-America winner will endear it to all gardeners, and fulfill their every expectation of inspiring color, superb form, alluring aroma, stout hardiness and ease of cultivation, whether their plantings be large or small.

Buds . . . pointed, deep coral-pink, opening gradually.

Stems . . . long, strong; vigorous, hardy, rollicking plants 30 in. tall.

Blooms . . . large, always high-centered, very beautiful at all stages, a lovely exhibition Rose.

Fragrance aromatic, alluring.

Petals . . . 35 of them. Firm, heavy, beautifully graceful.

Honored . . . All-America Award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Mary Margaret McBride and Charles H. Perkins broadcast the naming of her Rose coast to coast, direct from the Jackson & Perkins Rose Gardens during the Festival of Roses.



Mary Margaret
McBride

DEBUTANTES OF ROSEDOM ON PARADE

MORE exquisite, more glorious than ever—in the spirit of free America! Here in these debutantes of Rosedom for 1943 you will find realization of your fondest dreams for your Rose garden. Tested in our own gardens and growing fields in this rigorous climate, further proved in more than 100 stations from coast to coast, all of these Roses have been bred to be superior—in hardiness, resistance to disease, form, fragrance, habit, and abundance of bloom.

The emotions of nations are spurred to bitterness and war, but between Rose hybridizers there is a bond of fellowship nothing can shake. And so—personally selected by Eugene S. Boerner, rosarian and head of the J. & P. Dept. of Plant Research—we also present the highest achievements of leading hybridizers of other lands, each of which has passed every exacting test to merit the J. & P. tag—here continuing their expressions of good will, not in the language of nations but in the language of Roses.

Page 5

Jackson & Perkins Co. World's Largest Rose Growers

NEW

Hybrid Teas for 1943



Sonata

© J. & P. CO.

SONATA

(Plant Patent applied for)

All the delicate tones and vibrant harmony of a musical masterpiece seem somehow to have found living expression in the exquisite form, enticing aroma and sparkling color of this one Rose. Sonata is truly as beautiful as a symphonic melody. A cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. In lovely contrast, the outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. The foliage is abundant and very dark green, contrasting beautifully with the flowers and completing the charm and artistry of the entire plant. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall, gracing your garden with ample color and providing a generous supply of cut-flowers.

Buds pointed, long, cochineal-red.

Flower modern, high-centered, artistic.

Fragrance sweet and pleasing.

Continuous the plants remain very prolific from spring to fall. Sun, heat and disease-resistant.

Habit very hardy, vigorous, upright plants, about 36 in. tall.

History a Dutch Rose from Van Rossem.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Together with Cynthia Brooke,
you'll prize the J. & P. selection of
other great Old-World masterpieces
created by the world-renowned Irish
Rose nurserymen, S. McGredy &
Son, shown in natural color on
pages 14 and 15.

©
J. & P.
CO.

CYNTHIA BROOKE

(Plant Patent No. 551)

A precious new Rose of surpassing loveliness and perfume, in an entirely different color combination. This gem from the famous McGredy's, of Portadown, Ireland, is interesting to the point of fascination at all stages. The rounded bud is salmon-orange. When the petals unfold, the inside reveals a rich contrasting golden-yellow. As the flowers develop, the colors soften to a combination of pastel shades, finishing a pinkish-orange on the outside of the petals and a buff-yellow inside—truly a picture! There is distinctive charm in the meticulous unfolding of the 45 beautiful petals in an intricate and perfect design. Vigorous, hardy, and a plentiful bloomer—all summer, too.

Bud globular, salmon-orange.

Flower medium size, gracefully cupped, especially interesting. Clean, fruity fragrance.

Color outside of petals salmon-orange, finishing pinkish-orange; inside of petals golden-yellow finishing soft buff-yellow—a pastel symphony.

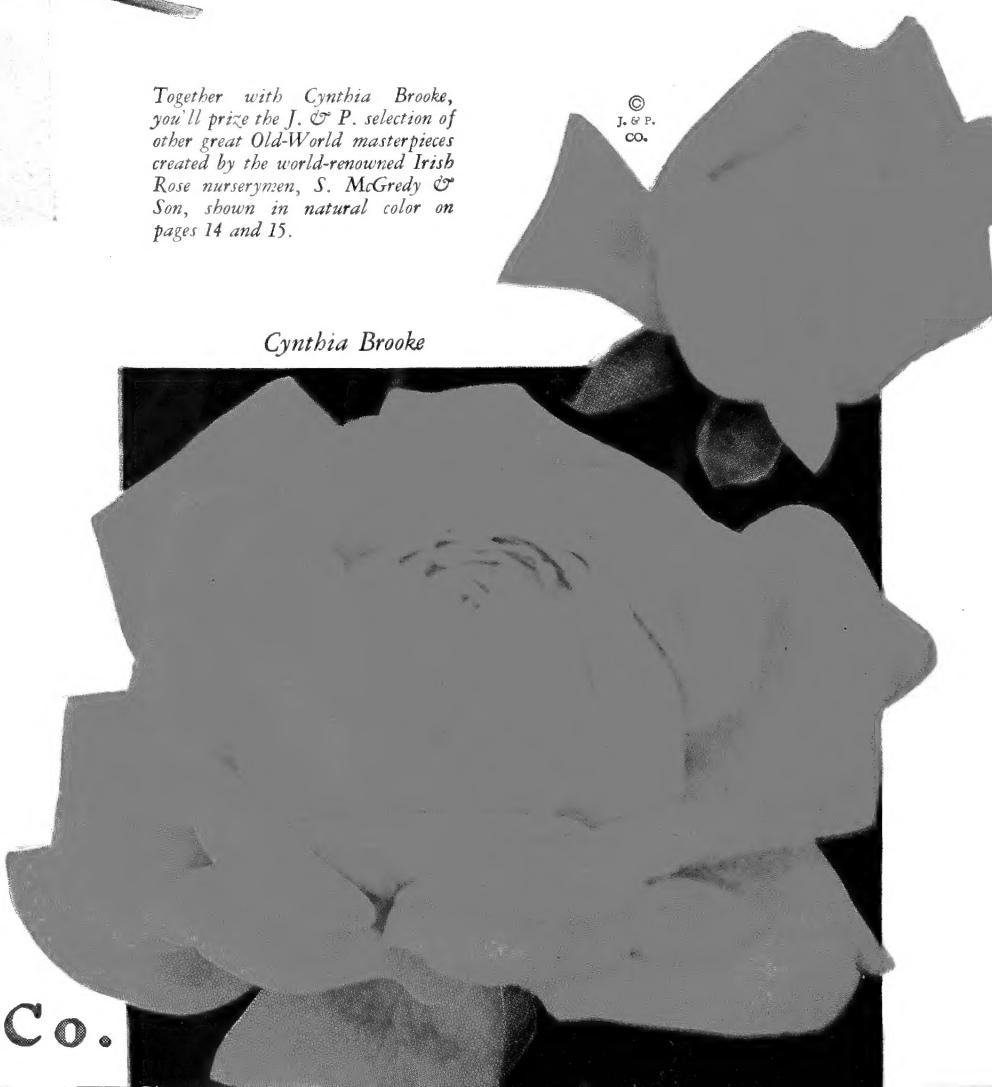
Foliage leathery; rich dark green.

Height about 20 in.

Hardy disease-resistant, withstands heat, rain and sun.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Cynthia Brooke



MANDALAY

(Plant Patent applied for)

Molten gold forged into appealing, artistic grace. Glorious sunshine compressed into floral elegance. Largest of all yellow Roses; last summer the flowers in our gardens were as big as 6 in. across—gigantic beauties! This is the new J. & P. Rose which came to us from Mallerin and has inspired the colorful, romantic name of Mandalay. The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flowers. The 40 petals are long and firm and of a very smooth texture. The ample foliage is heavy and very dark green. Here's a flower with unmistakable exhibition traits that is also ideal in the garden, either singly or in groups. A hardy, prolific grower that will reign in eye-filling splendor all summer long, and be ever ready to satisfy your needs for cut flowers of noble size and regal color. Always in bloom, always outstanding.

Bud long, pointed, golden yellow.

Flower . . . opens slowly and perfectly, retaining its potent golden yellow and delicate fragrance. Very large, high-centered, on long stems—largest of all yellow Roses.

Petals . . . firm, long, smooth-textured.

Foliage . . . heavy, dark green.

Habit . . . about 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease.

Award . . . Gold Medal, Horticultural Society of the Rhone, 1941.

\$2. each; 3 for \$5.; 12 for \$20.

© J. & P. CO.



Mandalay

SPECIAL—4 LEADING J. & P. NEW HYBRID TEAS FOR 1943

Group #338

Sonata, Cynthia Brooke, Mandalay
and the lovely coral-pink 1943 All-
America Rose on page 5, **Mary Mar-**
garet McBride.

4 plants
1 of each \$5.40
(value \$6.50)

Grande
Duchesse
Charlotte

Grande Duchesse Charlotte was
also a winner in the All-America
Rose Selections for 1943, with
the right to display the same
symbol as the lovely Mary
Margaret McBride on page 5.



GRANDE DUCHESSE CHARLOTTE

(Propagation Rights Reserved)

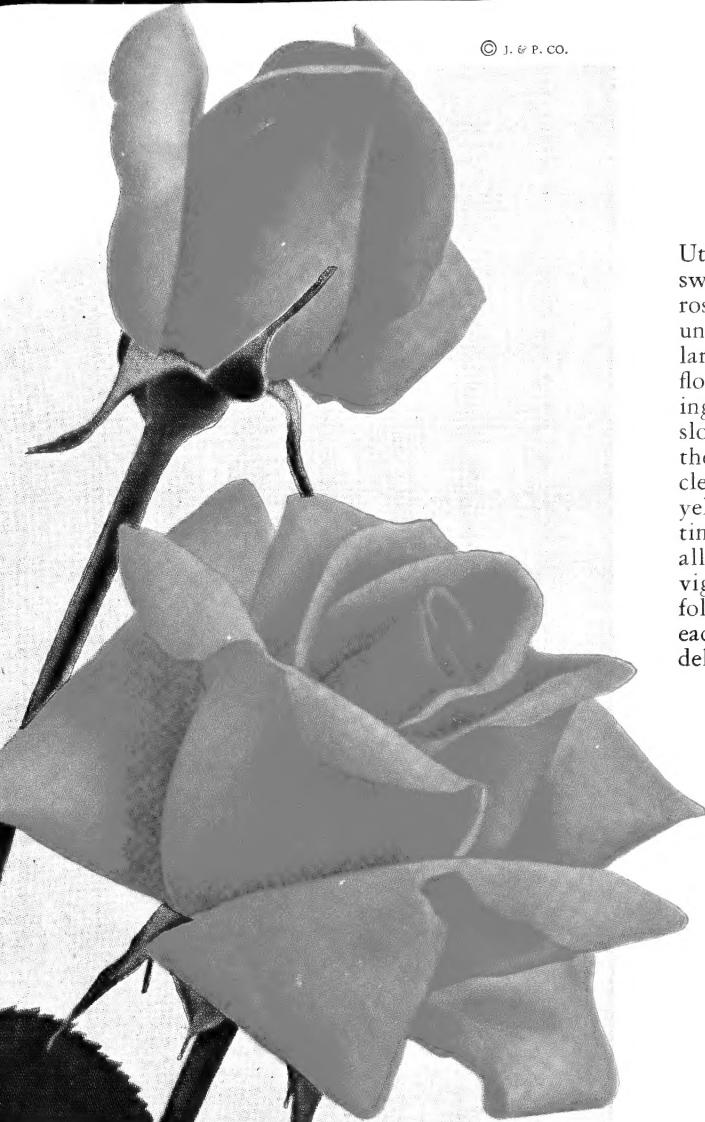
This Rose aristocrat provides a new shade of red such as might be seen on a precious oil painting . . . a color heretofore unknown in the world of Rosedom. The beautiful buds are rich claret and open to artistically informal blooms which gradually change to a lovely begonia-rose.

\$1.50 each; 3 for \$3.75; 12 for \$15.

A magnificent carpet of color in the Newark Rose-fields of the Jackson & Perkins nurseries



Largest Rose Growers

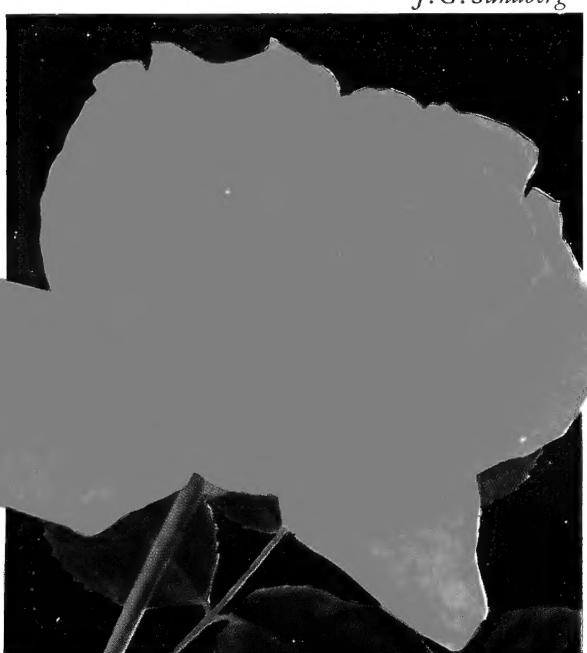


Greer Garson

Roses

Thrilling surprises, artistic delight, heartwarming satisfaction await you in this page and a half for the Connoisseur. Every Rose specially selected, many heretofore practically impossible to get in America. Each possesses some unusual characteristic of its own. All will bring new interest to your garden and unusual flower-show blooms.

J. G. Sandberg

**J. G. SANDBERG**

Exquisitely bright, clear yellow—never changing, never fading. A connoisseur's prize, always aglow. Pointed buds open slowly to graceful 4 to 5-in. high-centered, softly fragrant flowers with 25 unusual fluted petals. Fine for cutting. Hardy. Ample clean, healthy foliage. 2½ ft.

\$1.50 each; 3 for \$3.75;
12 for \$15.

RAMON BACH
(Plant Patent No. 366)

Large, artistic, double flowers; long, strong stems. Apricot-pink, touched salmon-pink inside. Fruity fragrance. 2½ ft.

\$1.50 each; 3 for \$3.25

APRICOT QUEEN

(Plant Patent No. 464) Orange and apricot merging to salmony rose and phlox-pink. Strong grower. 2½ ft.

\$1.50 each; 3 for \$3.75

Jackson & Perkins Co.

Greer Garson

(Plant Patent applied for)

Utterly charming, distinctive in style and form, sweetly fragrant and of an alluring, ever-true deep rose-pink, this new 1943 Hybrid Tea is as lovely and unforgettable as its namesake. A glorious Rose! The large pointed buds open slowly to high-centered flowers fully 5 in. across, with the outer petals spreading gracefully and the inner ones unfolding even more slowly. Of deep, unfading rose-pink, the outside of the petals is clear and shimmering, the inside equally clear but satiny, lighted by a brilliant suffusion of yellow. The color holds through all seasons. At no time does the pink become hard and cold. Exceptionally effective as a hot-weather Rose. The bush is vigorous and firm, with abundant healthy waxy foliage. It grows lustily; frequently the long shoots, each with a perfect flower, are followed with a candelabra of blooms, five or six to a stem.

Color deep rose-pink, inside suffused with yellow; always clear and unfading. Thrives in heat; unaffected by sun.

Buds large, pointed, slow opening.

Blooms high-centered; often 5 to 6 on a stem. Continuous bloomer, profuse in spring and particularly heavy in fall.

Plant vigorous, about 30 in. tall, healthy; rugged, waxy foliage.

Fragrance delightfully sweet and fruity.

\$1.50 each; 3 for \$3.75;
12 for \$15.



Because of her enthusiasm for J. & P. Modern Roses and our enthusiasm for her when we co-operated with M-G-M in the development of the red Rose for the movie "Mrs. Miniver," it was inevitable this lovely new 1943 Rose be named Greer Garson.

Connoisseurs' Gems #330

Neige Parfum, J. G. Sandberg, Pedralbes, Home Sweet Home, Vera Allen, Prince Bernhard.

6 Plants, 1 of each \$7.50
(value \$8.50)

Connoisseurs' Group #331

Neige Parfum, J. G. Sandberg, Pedralbes, Home Sweet Home, Vera Allen, Prince Bernhard, Ramon Bach, Lilette Mallerin Improved, Apricot Queen, Citron, Daily Herald, Elite, B. W. Price . . . a baker's dozen!

13 Plants, 1 of each \$14.50
(value \$18.00)

NEIGE PARFUM #2554

(Patent Rights Reserved)

For fullest appreciation of a fragrant white Rose, let your choice be Mallerin's Neige Parfum. Its purity of color has the much-desired addition of extremely copious lemon verbena fragrance. In early bud, has slightest tinge of cream, then delicate lemon as long ovoid bud unfolds. In full bloom, a beautiful peony form. Healthy, dark green foliage. 2 to 2½ ft. \$1.50 each; 3 for \$3.75; 12 for \$15.

LILETTE MALLERIN IMPROVED #1992

Gorgeous bicolor, unsurpassed for shapeliness and unusual pastel colors. Buds soft chamois-yellow, opening mauve-red inside, chamois-yellow outside—never before seen in a Rose. Very free. 2½ ft.

\$1.50 each; 3 for \$3.75

CITRON #2290

A gem, indeed! Fragrant, unfading lemon-yellow Gaujard Hybrid—a descendant of the old Claudius Pernet but quite like Golden Main in color. Medium size, cupped; free-blooming, 18 to 24 in.

\$1.50 each; 3 for \$3.75

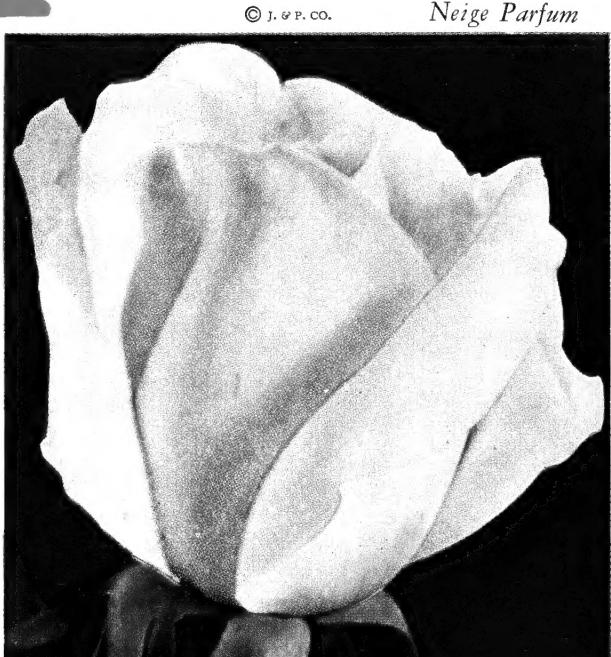
DAILY HERALD #2931

Ever-changing, 4 to 5-in., well-cupped flowers open buff-orange, with center gradually tinting reddish-orange; pale orange-yellow when open full. Disease-resistant, dark green foliage; 2 to 2½ ft. From Robinson of Nottingham.

\$1.50 each; 3 for \$3.75

ELITE #2336

A Tantau seedling of the Hoover—hardy, free-blooming. Long-stemmed, fragrant, 4½-in. salmon-pink flowers with yellowish blend open slowly. Long-pointed deep coral buds. Light green foliage. 3½ ft. \$1. each; 3 for \$2.50



© J. & P. CO.

Neige Parfum

HYBRID TEAS

Connoisseur

B. W. PRICE #2279 P. R. R.

Into every fine Rose-garden at least one Single Rose should come! While the great demand in Hybrid Teas is for doubles, the soul of the connoisseur seeks the different and unusual. To you who asked for the best single Rose we have been saying Dainty Bess; now it's B. W. Price, a priceless novelty from our Irish friends, the McGredys. Like Dainty Bess, for added charm B. W. Price has effective deeper-colored stamens; but seven petals instead of four.

Flowers... graceful, exotic, each with seven artistic, brilliant pink petals; usually in large clusters. Very sun-resistant. Long pointed buds, much deeper in color.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Foliage... dark green, leathery, decorative.

Reports... enthusiastic praise from test-gardens everywhere, especially in South and West. Freshly fragrant. 24 in. tall.

B. W.
Price

© J. & P. CO.

PRINCE BERNHARD #2503

P. R. R.

A powerful red that exceeds even Radiance in growth. Long pointed buds, long stems. Large peony-shaped flowers, very fragrant. Deep unfailing carmine-red flushed strawberry. Glossy dark green foliage. 3½ to 4 ft. A Dutch Rose.

\$1. each; 3 for \$2.50; 12 for \$10.

Vera Allen

© J. & P. CO.

VERA ALLEN #2662 P. R. R.

Another Irish beauty from the grand old house of Dickson, appealing in her delicate peach-blown tints. As in the homeland, the coloring of this colleen is most charming when grown in semi-shade and will reward you for such a location.

Buds... large, ovoid, most interesting form; cream tinged pink.

Blooms... high-centered; more pink on inside of petals.

Fragrance... delightfully sweet.

Plants... compact, 18 in. tall. Contrasting dark green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.

HOME SWEET HOME #2992

So fragrant the flowers are literally drenched with the sweetness of lovely old real Rose perfume. From England, a Rose for the lovers of very large, full blooms—big as the prize-winner named for Mrs. Miniver in the movie you loved so much.

Color... clear, fresh, fast, glowing pink, silvery edges.

Blooms... large, long-lasting, profusely all season. Strong medium-long stems, few thorns.

Plant... bronze-red foliage, turning to dark green. 24 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

© J. & P. CO.

For the convenience of those who viewed these Roses in test-gardens last summer, the field numbers you noted are shown with each name.



Pedralbes

© J. & P. CO.

Home Sweet Home

© J. & P. CO.



World's Largest Rose Growers



The 1943 PARADE OF

ROSES America loves! Hardy, easy to grow, here are the Hybrid Tea Roses that win prizes in the shows, and unbounded admiration in the nation's finest gardens—Roses that will also give you blooms in an unbelievable range of exquisite hues with the same perfect form you expect at the florist's. There are thrills in growing Modern Roses!

Every one has bred into it distinct improvements in color, fragrance, size, shape, foliage, hardiness, resistance to disease, plant habit, etc.—every one has its own unique qualities. Modern Roses will keep your garden a place of beauty and fragrance long after the older kinds have lost favor; they are rugged, hardy stock requiring a minimum of care and cultivation, living for years. *All are Everblooming.*

FLAMBEAU (Plant Patent No. 374)



Bright as the glow of the flaming fagots for which this brilliant top-flight Rose is named, the color of Flambeau is a vivid, vibrant, rich scarlet with shimmering velvety sheen on inside of petals. Exuberant in growth and most generous in bloom, it is fast becoming the favorite tall red Rose, taking the place of and out-performing the old favorite, Etoile de Hollande. Its natural grace is appealing in flower arrangements; men like the buds for boutonnieres; women praise Flambeau for its bold splash of color, both in the garden and in bouquets. Flambeau sets the garden aflame with compelling color that wins the admiration of all; the tone lightens some in midsummer. Created here in the J. & P. Department of Plant Research, by Dr. Nicolas. Tall, 2½ to 3-ft., full bushes; hardy, very vigorous.

Buds... trim, slender, pointed, carmine.

Blooms... open slowly into appealing petal formations, delightfully fragrant. Long stems.

Color... glowing scarlet, with shimmering velvety sheen.

Foliage... dark green, attractive.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

© J. & P. CO.

GLOAMING (Plant Patent No. 137)



An outstanding pink Rose for exhibition blooms. In it seems to be reflected the breathtaking beauty of the last fleeting rays of a perfect autumn sunset. Gloaming does not require pampering; sturdy, tall, not afraid of the toughest winter. A favorite cut-flower variety that is a "must" for every Rose-lover.

Color.... delicate salmon-pink, blending into tawny orange and gold.

Blooms... very large—double—beautiful.

Fragrant... decidedly so, decidedly pleasing.

History... created by Dr. Nicolas. Height 24 in.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

© J. & P. CO.

ROSE D'OR (Plant Patent No. 482)



Thrillingly bedecked in pure gold—shimmering, intense, radiant—the hybridist's dream of perfection. Distinctive for depth, contour, and permanence of color. A glorious, unfading yellow. From Gaujard; an accentuated form of the pure Souvenir de Claudio Pernet with a touch of red to deepen the color. Blooms continuously. Has attractive, medium green, shiny foliage. Slight fragrance. Awarded First Certificate, Colle Oppio, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Bud.... pointed; long neck; fine sepals.
Flower... medium large (about 5 in.), slightly cupped; 20 to 25 large stiff-textured petals; holds its intense yellow even in August sun.
Habit... very hardy, vigorous, resistant to disease. Upright, free growth. 3½ ft.

Modern Roses

Miss America

HYBRID TEAS

PAN AMERICA

(Plant Patent No. 437)

Christened Pan America at Newark's Festival of Roses as a bow to good neighborliness and in respect for its gay color. Compelling in its wealth of warm colors, particularly as the reddish orange buds unfold to show deep orange inside and these rich hues diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside.

Buds....long-ovoid, very effective.

Petals....30 substantial, velvety, airy petals.

Fragrance....sweet, Tea-like, alluring.

Continuous....the tall, open plants produce their rich-hued blooms right from the first burst of June throughout the summer, with a rich epilogue of even deeper color in the fall. Hardy, vigorous, disease-resistant. Glossy green, plentiful foliage of medium size.

\$1.50 each; 3 for \$3.75;
12 for \$15.

MISS AMERICA

(Plant Patent No. 264)

This lovely pastel is achieving greater heights of popularity with every new season of display in more and more of the nation's fine gardens. A milk-and-honey Rose characterized by delicate flesh tints touched with salmon and gold. The flowers are very large, with an average of 65 petals—growing singly on long stems. Fine exhibition blooms.

Vigorous....fine, healthy foliage with excellent resistance to disease—extreme hardiness. 24 to 30 in. high

Fragrance....very pronounced.

Noted for....persistence of abundant bloom.

Honored....First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A.R.S., 1938.

\$1. each; 3 for \$2.50; 12 for \$10.

Heart's Desire

HEART'S DESIRE

(Plant Patent No. 501)

Heart's Desire was an All-America Selection of 1942. The interesting, long, streamlined buds, deep red, are borne on erect, strong stems, unfolding to artistically formed fragrant double blooms of rich scarlet. Height 3 ft.

\$1.50 each; 3 for \$3.75;
12 for \$15.

Six Lovely Colors

Group #315

These six lovely colors at a special price, as follows:

Flambeau, Gloaming, Rose d'Or, Miss America, Pan America, and Saturnia.

**6 Plants, 1 of each \$6.25
(value \$7.50) for**

"The more terrible the conflicts of men the more restful, by contrast, are the quiet phenomena and objects of nature. The need for the solace of growing things is pronounced when troubles convulse the world. There is inspiration and comfort in a Rose."

—Dr. Liberty Hyde Bailey, Dean
of American Horticulture.

Pan America

© J. & P. CO.

SATURNIA

(Plant Patent No. 349)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. Cardinal-red with salmon-yellow and copper on the reverse of its pretty petals, creating a warmth of tone difficult to describe—still more difficult to forget. If you do not have Saturnia in your garden, we cannot suggest another which would contribute so much to the array of colors as this stunning masterpiece.

Fragrance....pronounced, fascinating.

Plant....symmetrical, average height; fine cutting stems.

Foliage....shiny dark green.

Awarded....Gold Medal, Colle Oppio Gardens, Italy.

\$1. each; 3 for \$2.50;
12 for \$10.

Saturnia

©
J. & P.
CO.

... World's Largest Rose Growers

MODERN *Roses*

ROSE BAMPTON

(Plant Patent No. 425)

A cheery, challenging new shade of China red, heightened in the sunlight and always distinctive, alluringly beautiful in the garden. Retains its depth of color throughout the long life of the blooms. One is drawn to this exciting Rose as to the superb voice of the great Metropolitan Opera Star for whom it is named. In early spring occasionally there are two-tone variations between the outer and inner petals; from early summer to frost the intense red remains in all its brightening beauty. Petals reflex slightly as they open and the full flower resembles a camellia.

Buds alluring, Ophelia-shaped, rich carmine, developing into China-red as the petals unfold.

Blooms 5½ in., very double, slow in opening, hold a long time. 50 or more firm, well-spaced petals, camelia-like. Prolific.

Fragrance delightful old Rose perfume.

Plant strong, healthy, vigorous, about 2½ ft. tall. Very hardy; disease-resistant.

Foliage rich dark green, and bountiful—covers bush completely.

\$1.50 each; 3 for \$3.75;
12 for \$15.

Rose Bampton

Pearl S. Buck

©
J. & P. CO.

PEARL S. BUCK

(Plant Patent No. 423)

A picture Rose, exquisitely beautiful, long-lasting and alluringly fragrant. Leathery dark green foliage, a perfect foil for buds and blooms. Buds are rich orange hue, long-pointed. Opening slowly, the color softens to gold suffused with apricot. Growth is tall, allowing frequent cuttings of the lovely, fragrant blooms. Famous, like the distinguished author and Pulitzer Prize Winner, Pearl S. Buck, for whom it is named. Exceptional exhibition traits.

Buds long-pointed, rich orange hue, softening to gold tinged with apricot.

Characteristics double flowers, high-centered, about 4½ in.

Stems long, fine for cutting.

Foliage ample, firm and clean, deep green in tone.

Plant upright, tall, 3 ft.

Fragrance rich and lovely; lingering quality that adds to its appeal.

Prolific generous and free-blooming.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Mme. Jean Gaujard

MME. JEAN GAUJARD

(Plant Patent No. 338)

An aristocrat of the Rose world, both for its own lovely characteristics and its famed lineage. A peer of the Pernet-Ducher strain, the premier line of Roses. The long, shapely bud is always borne on graceful stems, a combination of shades of orange and carmine-pink. As the petals unfold the pastel pink inside becomes more prominent but is always enlivened by outer deeper tones, unfolding slowly and gracefully. Withstands summer sun. Plant tall and of open growth. Named for his wife by Gaujard, as the best of his Roses.

Hardy disease-resistant, vigorous. 3 ft. tall.

Foliage ample, medium green.

Awarded Gold Medals: C.F.-S.R., France; Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

Charlotte Armstrong

CHARLOTTE ARMSTRONG

(Plant Patent No. 455)

Blood-red buds, magnificent flowers, spectrum-red in cooler months, cerise in summer heat. The long-stemmed blooms, produced in prodigious quantities throughout the season, open slowly and retain their beauty until the last petal drops. An All-America Rose.

Characteristics strong, vigorous, free-branching; luxurious disease-resistant foliage. Height 3 ft.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ON PARADE

HYBRID TEAS

Signora

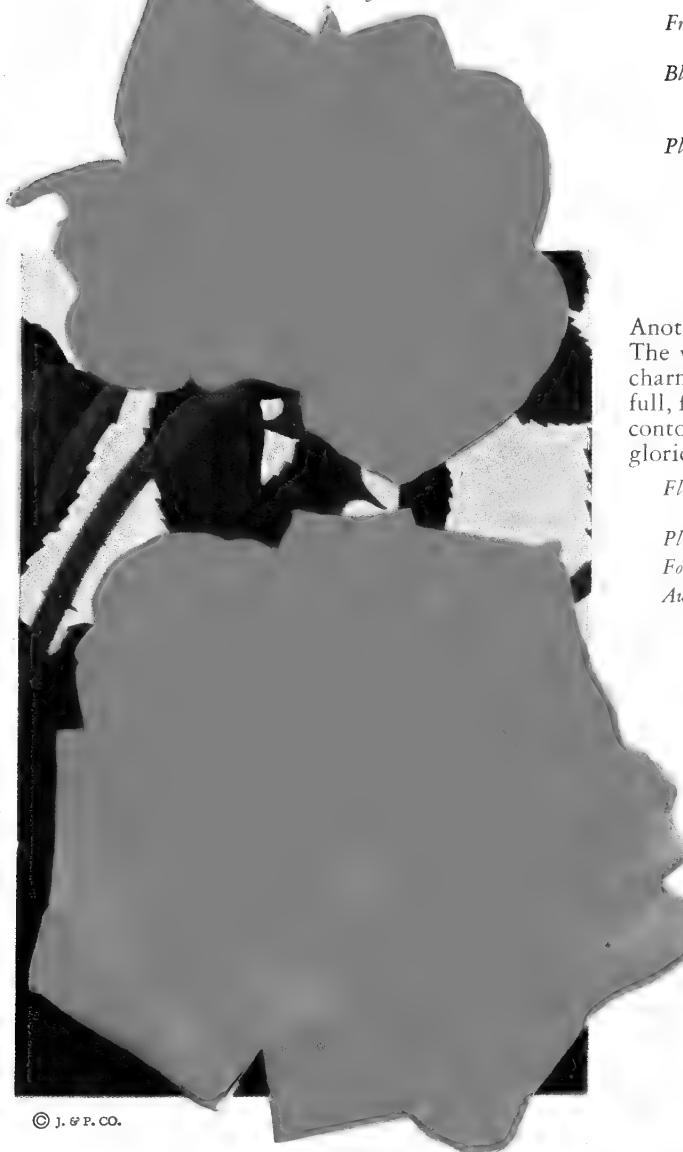
all everblooming—superior
in hardiness, resistance to
disease, form, fragrance,
and abundance of bloom.



Eternal
Youth

©
J. & P. CO.

Lady Mandeville



©
J. & P. CO.

ETERNAL YOUTH

(Plant Patent No. 332)

The clearest of all pink Roses, its sparkle and beauty embody all the name typifies. Its fragrance, perfect form and long stems make it a real favorite. You will prize the vibrant, intense pink of a Riviera sunset, in blooms that stand proudly erect. Admirable for cutting; very free-blooming; easily grown.

Color.....clear, lovely self-pink with a mere aura of yellow at base of petals.

Fragrant.....rich and satisfying, sweet as old-fashioned Roses.

Blooms.....slim, graceful buds, gradually opening to classic 4 and 5-in. flowers, superb in form. Excellent for exhibition.

Plant.....impressive, compact, about 2½ ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

LADY MANDEVILLE

(Plant Patent No. 461)

Another McGredy masterpiece, superb in color and form. The warm, rich yellow, deeply overlaid with amber, is charmingly set off by the reddish tinted foliage. Large, full, fragrant flowers; never lose their meticulous cup-like contour—each is a gem from bud right through to glorious full bloom.

Flowers.....35 thick, satiny petals; medium stems. Reddish-bronze ovoid buds.

Plants.....vigorous, upright, about 2 ft. tall.

Foliage.....disease-resistant; bronzy color.

Award.....Certificate of Merit, National Rose Society.

\$1.50 each; 3 for \$3.75; 12 for \$15.

SATAN

(Plant Patent No. 379)

A swarthy, glowing velvety red from far-off Spain. The long-lasting blooms are high centered and beautifully formed. The bushes are tall in growth, sturdy and full of bloom. Always delightful.

Blooms.....high-centered, with many petals, the color deepening towards center.

Fragrance.....rich, heavy, exotic.

Foliage.....dark green and somewhat crinkled—very decorative.

Plant.....bushy, strong-growing—about 30 in. tall. Easy to care for.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



©
J. & P.
CO.

SIGNORA

(Plant Patent No. 201)

A pronounced improvement over the very popular, vigorous President Hoover and its predecessor, Talisman. Born and raised on the Mediterranean, it comes with a heritage of vigor under all conditions and also flourishes in particularly hot and dry climates. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon. Unusually heavy foliage, a beautiful rich green that in itself is most ornamental.

Blooms.....double, very fragrant, on long stems.

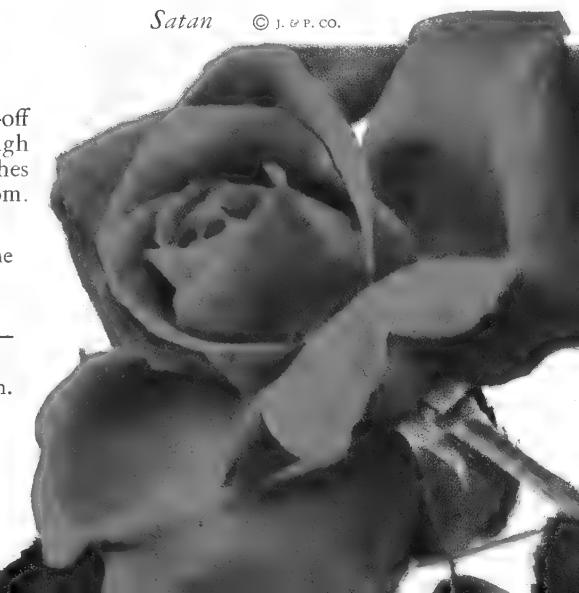
Habits.....vigorous, branching, tall-growing plant, fine foliage.

Growth.....3½ ft. tall.

Prolific.....always full of flowers, excellent for cutting.

\$1. each; 3 for \$2.50; 12 for \$10.

Satan © J. & P. CO.





McGredy's Sunset © J. & P. CO.

HYBRID TEAS

© J. & P. CO.

REX ANDERSON

(Plant Patent No. 335)

An outstanding exhibition Rose perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally vigorous. Throughout America, Rex Anderson has become the standard of comparison for large white Roses.

Color... delicate, lovely ivory-white.

Growth... exceptionally free and vigorous with abundant gray-green foliage.

Scent... soft and fascinating.

\$1.50 each; 3 for \$3.75
12 for \$15.

Hector Deane

Mc Gredy's

McGREDY'S SUNSET

(Plant Patent No. 317)

All summer and fall in our gardens and particularly during the Festival of Roses, it is always interesting and gratifying to see how many thousands of guests are instantly attracted to our plantings of McGredy's Sunset—and to hear the enthused exclamations of pleasure and admiration as they view the masses of gorgeous blooms. In fine Rose-gardens from coast to coast this is one of the most loved of all the Irish Roses. Tinted with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur and hold their perfect form long after cutting.

Blooms... glorious orange-yellow heavily suffused with salmon-flame; the colors resist sun and heat. Very slow opening. Symmetrical petals; high-centered, finishes full. Long keeper.

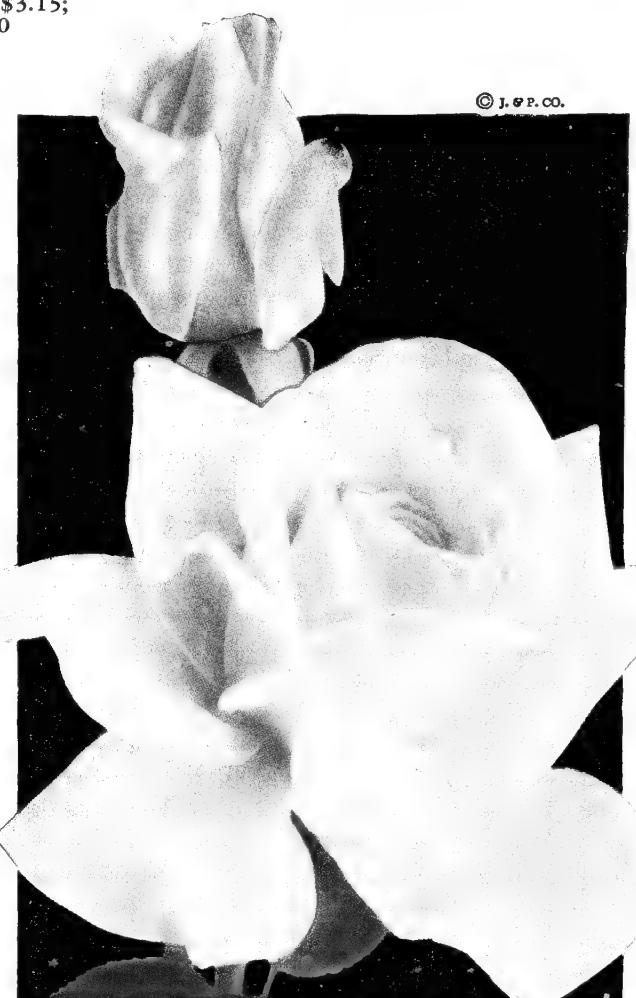
\$1.25 each; 3 for \$3.15;
12 for \$12.50

Buds... beautifully formed, exquisite in bouquets, for boutonnieres.

Fragrance... freshly sweet; generous when cut.

Plant... excellent, full, willing. Shiny green foliage. 30 in. tall.

© J. & P. CO.



Rex Anderson

HECTOR DEANE

(Plant Patent No. 361)

One of the most outstanding of all Roses for sweet, rich fragrance—the generous blooms from even a single plant will perfume a whole garden. The long-pointed, crimson buds with orange tinge at base are wonderful for cutting, opening into a delightfully artistic and appealing petal formation that is absolutely distinct. A rampant grower that contributes a constant glow of color, beautifully set off by the rich dark green, glossy foliage. The blooms repeat very quickly. No matter how many plants of Hector Deane you include in your order this year, we know you'll send for more next season, both for their colorful garden display and their perfectly formed, fragrant blooms so ideal for bouquets in the home.

Blooms... delightfully informal, distinct; graceful petals reflex in unique fashion. Varies from deep watermelon-pink, silvery edges, in North, to deep pink touched salmon in South.

Fragrance... unsparing, enchanting old Rose perfume.

Foliage... dark green, glossy, exceptionally interesting.

Growth... vigorous, but contained. Tall, stately, 30-in. plants.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Jackson & Perkins Co.

MODERN

Roses

ADORATION

(Plant Patent No. 453)

One of the loveliest of our newer Roses. A masterpiece of the noted Jean Gaujard—into which he has so admirably wrought the virtues that give it such high rank in the Parade of Modern Roses. A subtle fragrance adds to its charm. First exhibited in France, Adoration was accorded a brilliant reception, chosen as the official Rose for the International Exhibition. More exquisite than Los Angeles, and charmingly illuminated with autumn sunset coloring. Exquisite 5-in. blooms.

Color.....brilliant, salmon-pink, splash of orange at bases of petals.

Intriguing.....long, pointed buds opening gradually into high-centered blooms.

Foliage.....profuse, effective, shiny. A rich coppery green in color.

Habit.....strong and upright, about 30 in. tall. Lithesome, airy plants—hardy, vigorous.

Produces.....many branches, bearing in great profusion from June till frost.

Honors.....Gold Medal, Lyon, 1939; Gold Medal, Bordeaux, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.



White Briarcliff

© J. & P. CO.

Adoration

© J. & P. CO.

DICKSONS RED (Plant Patent No. 376)

This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clear, healthy foliage. Stands the hottest sun with color undimmed. Dicksons Red will continue to be the leading red Rose for years to come. In cooler weather, a rich velvety red. Our favorite red Rose.

Hardy.....thrives in hottest summer and blooms unceasingly, one of the first in spring. The color holds; does not blue.

Plant.....well formed, about 2 ft. tall. Abundant foliage.

Fragrance.....dominating, rich, mellow.

Awards.....Gold Medal, N.R.S., England; Clay Cup for Fragrance. All-America winner both 1940 and 1941.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Dicksons
Red

©
J. & P. CO.

SPUN GOLD (Plant Patent No. 495)

Lovely airy gold in an exquisite clear tone that remains undimmed. When in full bloom, the bush is a sight to delight every Rose enthusiast. Perfect buds and medium-large flowers borne on almost thornless stems that make cutting easier, more enjoyable. Spun Gold belongs to the McGredy family on pages 14 and 15. Fading in hot sun is so slight as to be practically unnoticeable.

Bud.....pure limpid gold, ovoid in form, retaining high center, perfect form, and color until full blown.

Blooms.....fine, firm-textured, medium-large, generously full, in picturesque clusters.

Foliage.....ample; glossy; rich green.

Habit.....continuous bloomer. 2 to 2 1/2 ft.

\$1.50 each; 3 for \$3.75;
12 for \$15.

Spun Gold

© J. & P. CO.

ON PARADE

ALICE HARDING

(Plant Patent No. 202)



© J. & P. CO.

Molten gold, fashioned into a lovely, full-petaled flower. A wonderfully clear, clean color, sunfast in all sections. Heavy, rich foliage. Height, 24 in. Named for Mrs. Edward Harding by the French National Horticultural Society. Gold Medal, A. R. S.

Fragrance... rich and stimulating.

Prolific... blooms in great abundance.

Thrives... especially well in Deep South; holds color well.

\$1. each; 3 for \$2.50; 12 for \$10.

CRIMSON GLORY

(Plant Patent No. 105)

Big, interesting, beautifully-formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. The foliage is healthy and profuse, forming an ideal base for these perfect blooms. Its fascinating fragrance makes Crimson Glory an instant favorite. Winner of many medals and honors.

Fragrance... refreshing and abundant.

Buds... large, urn-shaped, developing into full, well-formed high-centered blooms.

Character... very prolific; 30 in. tall.

\$1. each; 3 for \$2.50; 12 for \$10.

HYBRID TEAS

BETTER TIMES

(Plant Patent No. 23)

The "Indiana Redhead"—prized for length of stem, pointed buds, and all-round attractiveness as cut-flowers. The most popular red Rose featured by florists today. Better Times Roses have brought happiness to millions of people every where. A grand cut-flower, a hardy grower, a distinct addition to your garden.

Fragrance... pronounced and enchanting.

Will grow... anywhere in the United States. Upright growth, 24 in.

Awarded... Gold Medals at New York, Philadelphia, and St. Louis Flower Shows—and A.R.S.

\$1. each; 3 for \$2.50; 12 for \$10.

NEVILLE CHAMBERLAIN

(Plant Patent No. 428)

The graceful, slender buds, with their artistic pastel tones, are most appealing, opening into delightfully formed, richly colored double blooms with interestingly flared petals. The flowers have fine long stems and are excellent for cutting. A jewel in any garden.

Habit... tall, vigorous, hardy; bronzy green foliage; contrasting red shoots.

Blooms... high-centered, burnt-orange buds; 4 to 4½-in. blooms, freely borne.

Color... salmon, overlaid with the rich bronze tones of Mrs. Sam McGredy; touch of orange at base.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Better Times

©

GROUP #301

For a play of color in your garden just as lovely as on these pages, and at a special price:

Adoration Crimson Glory
Alice Harding Neville Chamberlain
White Briarcliff

5 Plants 1 of each \$5.
(value \$6.) . . .

\$5.

© J. & P. CO.

Neville Chamberlain

Crimson
Glory



Eclipse

© J. & P. CO.

AMELIA EARHART (Plant Patent No. 63) An exhibition Rose perfectly formed, double, yellow blooms with hint of blush. Appealing fragrance. 24 in. tall. \$1.25 each; 3 for \$3.15.

GOOD NEWS (Plant Patent No. 426) Glorious, fragrant, well-formed blooms; peach-pink heart opening to silver-pink. Vigorous. 30 in. \$1.50 each; 3 for \$3.75.

JEAN COTE (Plant Patent No. 321) Clear, orange-apricot glorified with carmine. Large blooms; long stems. 2 ft. tall. \$1.25 each; 3 for \$3.15; 12 for \$12.50.

MATADOR (Plant Patent No. 170) Daring big buds on long stems open into large, velvety, bright crimson flowers; soft fragrance. 30 in. \$1. each; 3 for \$2.50.

MME. CHARLES MALLERIN (Plant Patent No. 409) Superbly different! Long salmon-orange buds, changing to orange with iridescent scarlet veil. Fine clover fragrance. \$1.50 each; 3 for \$3.75; 12 for \$15.

MRS. FRANCIS KING (Plant Patent No. 253) Descendent of wild rose of Alaska. Real white, slightest pale gold in center. Early, continuous. 50 to 60 petals. Wild-rose perfume. 30 in. \$1. each; 3 for \$2.50.

RIVIERA (Plant Patent No. 378) Large, full-bodied blooms, 5 to 5½ in. across, coppery-pink flushed orange. Long graceful stems. Ovoid, deep reddish-orange buds. Fruity fragrance. \$1. each; 3 for \$2.50; 12 for \$10.

ROCKET (Plant Patent No. 171) Extremely hardy. Great, double scarlet-red blooms. Old-rose perfume. 30 in. tall. \$1. each; 3 for \$2.50; 12 for \$10.

Zulu Queen

©
J. & P.
CO.

Choicest J. & P.

HYBRID TEAS

ECLIPSE

(Plant Patent No. 172)

Streamlined and modern—these slim tapering buds set a mark in grace and daintiness! Brilliant golden yellow petals—an arresting spot of color in the garden and in a bud vase, bouquet or as a boutonniere. Plants are of the vigorous, branching type that produce abundant bloom all the time and have healthy attractive green foliage. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Best all-purpose yellow in all climates.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Distinctive. there has never been another with sleek, flowing buds like these.

Bloom. . . . golden yellow, large, substantial; 20 to 25 petals. Light fragrance.

Originated. by Dr. Nicolas in our own gardens.

Awarded. . . . Gold Medals in France and Italy; Gold Medal of the American Rose Society.

MME. HENRI GUILLOT

(Plant Patent No. 337)

A fascinating dependable Rose with sturdy growth, large waxy foliage, with colors that will please an artist! Beautifully shaped flowers of captivating watermelon-pink that keep their form and beauty for several days.

Bud. . . . urn-shaped.

Bloom. . . . large, lively in form, vibrant in color.

Plant. . . . waxy green foliage, vigorous, healthy, very free. 2½ ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Mme. Henri Guillot

©

ZULU QUEEN

(Plant Patent No. 363)

The darkest and one of the "blackest" of all Red Roses—a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart, well-proportioned bush add to the all-round desirability of Zulu Queen. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, holding their color admirably even in torrid weather. The demand continues to exceed the supply of this rare Rose, and we urge you to order *at once* if you wish to have Zulu Queen in your 1943 garden.

Bush. . . . vigorous, hardy; grows 2 ft. tall.

Blooms. . . . the long, pointed buds open gloriously in their rich, deep tones; distinctly and delightfully perfumed.

Generous. . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

Color. . . . holds its deep hues throughout the life of the flower.

\$2. each; 3 for \$5.; 6 for \$10.

{Limit, 6 to a customer}

Page 18

Jackson & Perkins Co.

CALIFORNIA

(Plant Patent No. 449)

A glorious shade of ruddy orange, toned with saffron-yellow; exterior of petals overlaid Saturn rose. Long pointed buds open very large, 5 to 6 in. across. Vigorous; healthy. Glossy green foliage, 24 in. tall. Does best on West Coast.

\$1.50 each; 3 for \$3.75; 12 for \$15.

California



MODERN ROSES

COUNTESS VANDAL

(Plant Patent No. 38)

"Queen of Modern Roses." Acclaimed everywhere as the most artistic bloom in Rosedom. Outstanding favorite in the two-tone pinks, high in the popularity vote of ten leading Roses in America. Originated by Leenders of Holland, this pioneer in the New Era of Roses reigns in fine gardens in every section of the country. Lovely long slender buds open languorously to high-centered flowers of infinite charm.



ROME GLORY

(Plant Patent No. 304)

The aristocrat of red Roses, among the largest in Rosedom, unchallenged in a wide, bright world of color. A true patrician. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists, commanding fabulous prices wherever grown.

Buds...more glorious, more perfect than any American Beauty. Large, double blooms of exquisite form.

Lasting...flowers last long on the plant, or cut.

Plant...strong, healthy, of better than average height.

\$1.25 each; 3 for \$3.15; for \$12.50

Why Countess Vandal is so popular:

Color...breath-taking coppery bronze and pink, flooded with gold; reflex of silver.

Exhibition...most widely used exhibition Rose. Buds and blooms always win high honors.

Fragrant...mellowing to winy richness as flower matures.

Prolific...awarded Gold Medal of the King of Spain, for profusion of bloom.

Plant...24 to 30 in. high; disease-resistant, easy to grow.

\$1. each; 3 for \$2.50; 12 for \$10.

Rome Glory

© J. & P. CO.

ALEZANE

(Plant Patent No. 116)

Alezane means "sorrel." Unique! A distinct color among Hybrid Teas, one that challenges the masters to express such play of color on canvas. Three weeks earlier than most. Enchanting in its unusual hues, and borne in profusion. You'll prize Alezane!

Buds...urn-shaped, chestnut-brown. *Blooms*...double, cupped, sorrel and chestnut, finishing rich apricot. Backs of petals striped sorrel and veined yellow.

Growth...vigorous. Repeats very quickly; many blooms for cutting. 24 in.

\$1. each; 3 for \$2.50; 12 for \$10.

Alezane

Parade of Peers

GROUP #309

Are you one who wants the loveliest Roses and would like to take the recommendations of experts to help you to make your selections? We know you will be delighted with the Parade of Peers, for you will have the finest of Modern Roses, all exquisite colors, all with fine, high-centered blooms, completely satisfying to even the most exacting rosarian.

Mary Margaret McBride, coral-pink
Sonata, cochineal-red (p. 6). (p. 5)
Mandalay, golden-yellow (p. 6).
Neige Parfum, pure white (p. 8).
Pearl S. Buck, gold tinged apricot (p. 12).
Rome Glory, scarlet-crimson (p. 19).

Pan America, orange and gold (p. 11).
Countess Vandal, coppery pink (p. 19).
Dicksons Red, scarlet-red (p. 16).
Signora, mandarin and salmon (p. 13).
Gloaming, salmon-pink, orange, gold (p. 10).
Eclipse, golden yellow (p. 18).

12 Plants 1 of each
 (value \$16.50) for only

\$13.75

Page 19

World's Largest Rose Growers

© J. & P. CO.

HYBRID TEAS

Universal

Hinrich Gaede

Etoile de Hollande

McGredy's Yellow

Page 20

Mrs.
Pierre S.
du Pont

Dame Edith
Helen

Condesa
de Sastago

6 ROSES

PICTURED ABOVE

Group #69

6 Plants, 1 of Each

1/25

All tried and true—
will live for years in
your garden, bloom-
ing all summer long.

ALL 12 ROSES

PICTURED ON THESE 2 PAGES

Group
#119

12 Plants—1 each of the
varieties pictured

(Value \$10.20)

Group #119 36 Plants—3 each of the 12 va- \$22⁹⁵
varieties pictured . . . (Value \$30.60)

Jackson & Perkins Co.

BECAUSE they contain so many firmly established favorites, our friends continue to order from these two pages of choicest older Roses, along with the newer Hybrid Teas. In this list are only varieties that are everywhere admired and do well in all parts of the country, found in the recommendations of famous Rosarians and in leading public Rose-Gardens—truly, "universal favorites."

These Roses merit a place in the finest gardens. Ideal for making a large planting at little cost. All are guaranteed true to name and the same highest-grade 2-year northern field-grown plants so well-known in the J. & P. Modern Roses. We have included the lovely single Rose, Dainty Bess, to make the list complete; all others produce fine double blooms. All are sent postpaid.

Any variety, 85c Each:

Betty Uprichard Delicate salmon-pink with coppery carmine reverse; verbena fragrance. Vigorous.

Briarcliff Extra large; perfect form; exquisite deep rose-pink, lighter on outer petals.

Caledonia Large; white; very double; long-lasting; slightly fragrant. Long stems. Hardy.

Christopher Stone Velvety scarlet-crimson; damask fragrance. Vigorous, upright. Not troubled by heat. (In picture on page at right.)

Condesa de Sastago Two-toned coppery pink inside, golden tint outside. (In picture at left.)

Contrast Unique bicolored; center petals superb orange-rose, with milk-white reverse. Abundant.

Dainty Bess Large frilled single flowers, flesh-pink inside; old-rose reverse. Deep red stamens.

Dame Edith Helen Glowing pink; large and full; intensely fragrant. Continuous bloomer all season. Very hardy. (In picture at left.)

Dr. Kirk Long pointed buds of deep carmine-scarlet; large high-centered reddish coral flowers; fragrant.

Edith Nellie Perkins Salmon-pink inside, rich coppery rose outside. Large, early, continuous.

Editor McFarland Clear brilliant pink. Perfect form; long-lasting when cut. Strong stems.

E. G. Hill Massive deep maroon, velvety on inside; very fragrant. Blooms throughout season.

Etoile de Hollande Bright red; large; loose; semi-double; very fragrant. (In picture at left.)

Frau Karl Druschki Most popular white Rose. Exquisite in form. An ever-blooming Hybrid Perpetual.

Glowing Carmine Large, full, exhibition flowers, ovoid buds. Very strong-growing; abundant.

Golden Dawn Sunflower-yellow turning to lemon; well-formed; fragrant. Profuse, continuous.

Golden Rapture Better than most yellows. Larger, clear golden yellow, exquisite fragrance.

Hinrich Gaede Large; orange-yellow and nasturtium-red. Fine long-pointed buds. (In picture at left.)

Joanna Hill Medium yellow. Long, strong stems. Moderately fragrant. Very free-blooming.

Kaisserin Auguste Viktoria Exotic pure white blooms for contrast in bouquet or garden.

Margaret McGredy Large orange-to-scarlet. Moderately fragrant. Few thorns. Blooms all season.

(Continued on Page 21)



Favorites

ANY ROSE ON THESE
TWO PAGES for only

85¢

6 ROSES

PICTURED BELOW

Group #70

6 Plants, 1 of Each

\$4.25

Sœur
Therese

Pink Dawn

(below)
Mme.
Joseph Perraud

Joseph Perraud



Any 3 Roses \$2.15

on These Two Pages

Any 12 Roses \$8.50

on These Two Pages

Any 25 Roses \$16.95

on These Two Pages

Any variety, 85¢ Each

(Continued from Page 20)

Max Krause Large, perfect, yellow buds open to gold. McGredy's Ivory Delicate creamy white, yellowish at base. Long, pointed bud. (In picture at left.)

McGredy's Scarlet Vivid rose-red with blazing scarlet sheen; large, loosely formed flowers. Tall.

McGredy's Yellow Large, bright buttercup-yellow. Exquisite bud and flower. (Picture on page at left.)

Mme. Butterfly Light pink flowers delicately tinted with gold; fragrant. Free blooming.

Mme. Joseph Perraud Long, slender nasturtium-orange buds, opening to nasturtium-buff; fragrant. (In picture at left.)

Mme. Jules Bouche Medium-sized; white, slightly flushed pink center. Always in bloom. Fragrant.

Mrs. Erskine Pembroke Thom Fine buds; perfect rich yellow flowers; delicate fragrance.

Mrs. Henry Morse Long, pointed buds; large, high-centered flowers, fragrant. Flesh reverse with rose-sheen front, veined deep vermillion.

Mrs. Pierre S. du Pont Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer. (In picture on page at left.)

Mrs. Sam McGredy Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy. (In picture at left.)

Night Deepest black-crimson. Long pointed bud; double, high centered, fragrant. Prolific.

Opal Orange-pink buds; 5½ in. peony-shaped salmon blooms, softening to opal. Prolific. Very fragrant.

Pink Dawn Deep rose opening to lovely pink, tinted with orange at base; fragrant. (In picture at left.)

Poinsettia Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

President Herbert Hoover Maroon and orange, two-tone. Vigorous, upright; free blooming.

President Plumecocq Deep salmon overflow on coppery buff; large, fragrant. Continuous.

Prince Felix (de Luxembourg) Well-formed; large; brilliant scarlet-red. Stands sub-zero. Tall.

Radiance Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance Very large; long-lasting; intensely fragrant; clear, even red. Tall.

Rouge Mallerin Long, pointed scarlet buds; red blooms. Fragrant. Sturdy.

Sœur Therese Long, pointed, silvery yellow buds marked mauve-red. Fragrant. daffodil-yellow blooms never fade. Blooms freely. (Picture at left.)

Southport Brilliant, unshaded scarlet. Spectacular, particularly sensational in bright sunshine.

Talisman Golden yellow and copper; long-lasting. Free blooming.

Temno Not black, but near—rich, deep, velvety maroon; strongly perfumed. Profuse.

The Doctor Sparkling pink buds, pointed; one of the largest of all blooms—5–6 in. across.

Victoria Harrington Long, pointed buds; rich red blooms, curved petals.

Page 21

8 GARDEN FAVORITES All Easy to Grow!

Group #58 — One of each of these fine varieties

Condesa de Sastago Mme. Jules Bouche
Dame Edith Helen Mrs. Pierre S. du Pont
Etoile de Hollande Mrs. Sam McGredy
McGredy's Yellow Pink Dawn

8 PLANTS One of each \$5.25
(Value \$6.80)

Floribundas The New for Every

Rugged, vigorous, disease-resistant, easy to grow anywhere. Everblooming, abundantly.

© J. & P. CO.

A nationwide sensation and the most talked-about development in Rosedom! Every year thousands of new enthusiasts add the colorful Floribundas to their plantings, and old customers keep sending for more—every year we are compelled to increase our plantings and it is difficult to keep up with the demand.

To meet the need for a hardier, more rugged, easy-to-grow race of Roses which would persist in giving an abundant mass of blooms and color from early June right through the hot summer months and on through fall, year after year, Floribundas were created. Hardy wild Roses are the basic parents. To them have been added the strains of the larger-flowered Roses until you can now select all the way from the lovely dainty varieties like Joyous and Betty Prior to the very large-flowered doubles like A. Grille, Cheer, and others.

Lovely in the Garden, and for Bouquets

Floribundas are truly "Roses for everybody's garden" in all the varying climes of America—so easy to grow, so hardy, so resistant to hottest sun, so continuous in abundant bloom their lively color is a permanent joy, giving your garden a perfect June-day appearance from spring right through till frosts. Superb in borders, among evergreens and perennials, for spots of color anywhere in garden and grounds, and for entrancing mass color effects in large plantings. In addition to these new uses, Floribundas are also planted wherever one would use Hybrid Tea Roses.

In magnificent clusters of entrancing blooms, the flowers are long-lasting in all weather in the garden and especially suited for table decoration or vase, often keeping 8 to 10 days in water.

Hybridized, tested and propagated in this rigorous climate of northern New York State, it was Dr. Nicolas, in the J. & P. Dept. of Plant Research, who early caught a vision of the tremendous need for Floribundas in all the varying climates of the U. S. Eminent European hybridists were seeking the same ends there, and their creations have been added to his in the Floribunda Parade.

For Mass Planting To create great
blankets of color,
note the special low prices of Floribundas, for 25
or more of a variety to plant en masse.

Page 22

© J. & P. CO.

Cheer



SYMPHONIC SIX #316
The lovely salmon and pink **Pinocchio**, deep rose-pink **Cheer** and famous "red dogwood Rose" **Betty Prior** (see p. 25), the finest six for lovely accent colors in a doorstep or sidewalk planting.

6 Plants,
2 of each (value \$6.70) ... **\$5.50**

FLORIBUNDA EXHIBIT #317
Five plants each of six favorite varieties for a grand display, specially priced for you to see how appropriately Floribundas are the "Roses of Tomorrow": **Pinocchio**, **Summer Snow**, **Joyous**, **A. Grille**, **Betty Prior**, **Donald Prior**.

30 Plants,
5 of each (value \$28.25) ... **\$23.50**

CHEER
(Plant Patent applied for)

A bright, very deep rose-pink form of the prized World's Fair that has won its way to stardom round the world. Cheer, too, has become one of the most desired in Rosedom. The buds are orange-pink to red and in many sections approach geranium-red or rose-red.

Buds... ovoid, orange-pink.
Blooms... large, about 4 in., opening gracefully; in large clusters.
Sweet fragrance.

Habit... vigorous, prolific. 2 ft. Dark green foliage.

**\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45**



This lovely
Pinocchio
arrangement
shows how ideal
the Floribundas are
for bouquets.

Pinocchio Most Popular New Rose for 1943

(Plant Patent No. 484)

See the Lovely Life-Size Buds and Blooms
on Outside Back Cover of This Book

The peer of Floribundas, amazing "Rose of Tomorrow." Many thousands more plants will be grown in American gardens this spring than of any other new Rose for 1943! Small wonder, when you see its winsome beauty and read about its many capabilities. Used by florists for unusual corsages and bouquets. In the garden Pinocchio has many uses, generously fulfills them all. Carefree as the puppet Pinocchio (see pages 3 and 4, also back cover), the captivating buds and blooms instantly win their way into the hearts of all. Complete description on back cover.

Buds... pointed, exquisite salmon flushed with gold.
Blooms... in great clusters, gradually change to soft clear pink, a lovely harmony. Fruity fragrance.
Plants... exuberantly prolific, 20 to 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Use Floribundas generously in groups of 3, 5 or more. To supply compelling color all season in borders, path, doorstep and accent plantings, Floribundas are ideal.

Very effective in mass plantings, both for garden display and plenty of blooms in fine sprays for cutting.



Jackson & Perkins Co. . .

Hardy Race of Roses American Garden

SNOWBANK

(Plant Patent No. 279)

A delightful white large-flowering Floribunda, growing 20 in. tall. Excellent *en masse* and for the border. Strong, bushy, with thick, healthy foliage. A delightful J. & P. origination by Dr. J. H. Nicolas. Effective for white massing, very desirable for bouquets and arrangements.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

SUMMER SNOW

(Plant Patent No. 416)

Beautiful heavy clusters of pure white flowers, clean as the falling snow. The most prolific of the white Floribundas. More compact than Snowbank, and more double in form and cluster.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65



Snowbank

© J. & P. CO.

FLORIBUNDAS IN COLOR ON THESE TWO PAGES

2 Plants each of Pinocchio, Cheer, Snowbank, Joyous, A. Grille.

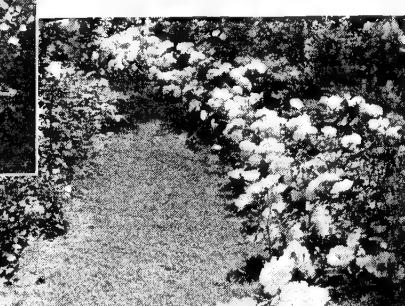
Group #318 10 Plants, \$8.65
2 of each (value \$10.40) . . .

Floribundas set off evergreens, retain color in borders otherwise drab after flowering shrubs are done.

Here in our Newark gardens, Floribundas have created and are planted around the Sun-Dial Memorial to Dr. J. H. Nicolas. Guests like this quadrangle, his Roses.



At right, the lovely white Snowbank (in color above) accents landscape plantings behind, forms border along grass path, effectively frames the bed of Hybrid Tea Roses opposite.



JOYOUS

(Plant Patent No. 381)

A deeper Else Poulsen, the color remains clear and unmottled throughout the life of the flower, a virtue particularly appreciated over some of the older kinds in this color range. It changes from rose-red glory to deep, impressive pink as the charming buds open into delightfully informal blooms.

Unusual for cutting, and miniature arrangements.

Strong . . . free blooming, medium height.

Blooms . . . clear, strong color at all times.

Foliage . . . deep red as plants approach blooming.

Honor . . . Silver Medal Award at Elizabeth Park, Hartford, 1939.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65



Joyous

A. GRILLE

(Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Well worth talking about, lively scarlet-crimson—a large-flowered Floribunda that is similar in flower and growth but several shades lighter than the deeper World's Fair that has so completely won the nation. An added step in the development of "The Roses of Tomorrow." Semi-double flowers, 4 to 5 in. across. Excellent for bedding, borders, and mass planting.

Color . . . brilliant scarlet-crimson; bright in all light. Does not burn nor fade in hottest sun.

Blooms . . . large clusters throughout the summer.

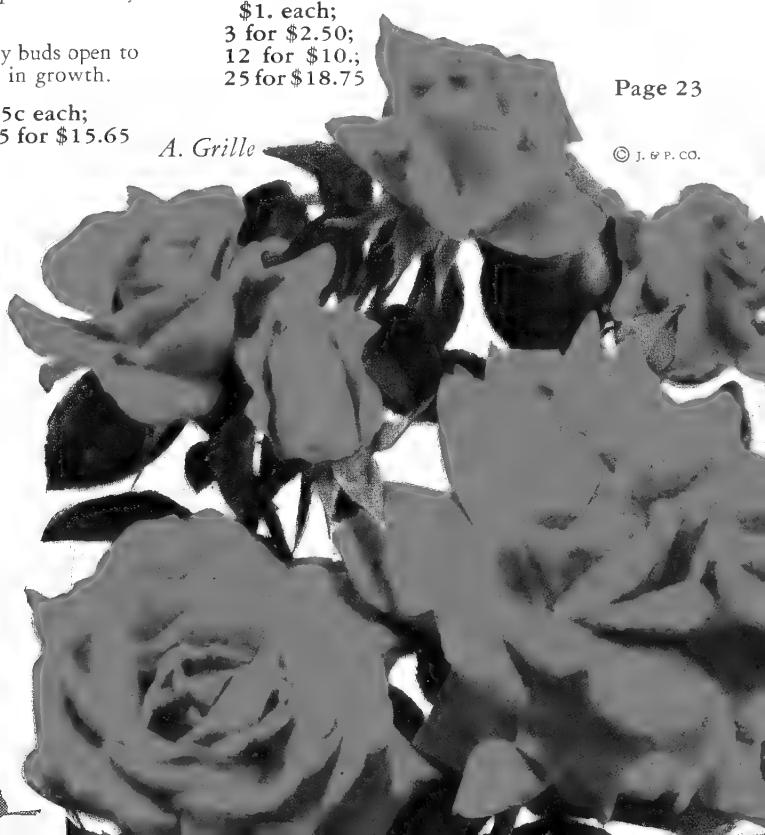
Habit . . . bushy; very hardy and vigorous; heavy, healthy, dark green foliage. 24 in. tall.

\$1. each;
3 for \$2.50;
12 for \$10.;
25 for \$18.75

A. Grille

Page 23

© J. & P. CO.



World's Largest Rose Growers



© J. & P. CO.

Smiles



©
J. & P.
CO.

Magic Red

Floribundas

©
J. & P. CO.

SMILES

(Plant Patent No. 331)

A happy, cheery beauty in both form and color that will bring a new brightness and joy to your garden, wherever you may place it. From early spring to late frost, Smiles will give you gorgeous clusters of exquisite coral-pink buds opening to dainty 3-inch, semi-double, beautifully shaped flowers of a lively salmon-pink. One of the Nicolas gems which has become very popular.

Color . . . splendid salmon-pink.
Blooms . . . long-lasting, perfectly formed, semi-double; diameter 3 in.

Characteristics . . . medium-tall, about 18 in., spreading plants.

Foliage . . . a shiny dark green.
Fragrant . . . daintily perfumed.

\$1. each; 3 for \$2.50;
12 for \$10.; 25 for \$18.75



Rose Elf

MAGIC RED P. R. R.

Of a truly heart-warming, pulse-quickenning shade of red, these large clusters of fully double 5-in. flowers will give you brilliant, resonant spots or borders of perfect color in your garden. A single spray of four or five of these large, graceful, long-stemmed flowers, cut for the house, will last fully 10 days. In the garden, the slowly developing blooms stand out in a good clear color for nearly two weeks, even in the hottest weather as extreme as the August suns of Mississippi. Does well anywhere—treasured wherever it is grown.

Buds . . . deep red, in clusters of 4 or 5.

Blooms . . . very large, very double, 5 in. across; each cluster on a long stem. Color is long-lasting, untroubled by heat. Keeps well after cutting.

Plant . . . disease-resistant, dark green, on 2 1/2-ft. plants.

Use . . . very effective in beds, groups, bouquets.

\$1.50 each; 3 for \$3.75; 12 for \$15.; 25 for \$28.15

ROSE ELFE

So exquisite are the miniature blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized perfect Hybrid Tea blooms similar to Picture, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny 2-in. high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut-flowers all season long. Known as Delight at the florists.

Flowers . . . gardenia-like. Very double, high center, 2-2 1/2 in. across. 30 small petals, perfect form.

Color . . . entrancing silvery rose-pink. Deep rose-pink pointed buds.

Plants . . . vigorous, healthy, 20 to 24 in. Dark green, glossy foliage. Disease-resistant.

Prolific . . . and continuous blooming, June till frost.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

Full-grown, only 4 to 6 in. tall

TRAILING ROSES

Ground-Cover Roses cover banks, semi-shady places, etc., with a carpet of green and color. Plant 2 ft. apart.

MAX GRAF

Bushy trailer, loves semi-shade; enthralling single, shining pink flowers in spring. Hardy, vigorous, fine for covering rocks.

WICHURAIANA

Glossy, shiny foliage; fragrant, starry white flower-clusters; bright red berries later. Roots wherever it touches soil.

Either of above: 65c each;
3 for \$1.50; 12 for \$6.

Miniature Roses

Smallest ever seen! A thimble or tiny vial will hold a bouquet of 6 or more. Fine for edgings. Free-flowering May till Nov.; grow in any soil. Cover in cold winters.

OAKINGTON RUBY

New, startling deep carmine, fully double, opening rich ruby-crimson. Flowers smaller than 1 in., even full-open. Plants less than 12 in. high. Award of Merit, R.H.S.

\$1. each; 3 for \$2.50

ROSA ROULETTI

Perfect little double rose-pink flowers; plants 4 to 6 in. tall. The little Swiss Rose that was lost for many years, now a gem in thousands of American gardens.

50c each; 3 for \$1.25



Rosa Rouletti

ROSES OF TOMORROW

BETTY PRIOR (Plant Patent No. 340)

Easily the outstanding variety of the all-satisfying Floribunda Roses and deeply cherished by all who grow it. In the early spring, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, which resemble those of the beautiful red dogwood, never fail to keep color and attract enthusiastic interest. The healthy, vigorous plants are delicate yet sturdy in appearance and bountiful with their blooms. Betty Prior thrives in all positions—in beds, borders, hedges, groups and large plantings—and gives gorgeous mass color effects and many cut-flowers throughout the year.

Color...buds lively red, open shell-pink.

Flowers...resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Foliage...Healthy young shoots of interesting red color.

Plants...3-3½ ft., full, abundantly branched.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65

DONALD PRIOR

(Plant Patent No. 377)

Immense clusters of graceful, brilliant red flowers make this Floribunda unceasingly spectacular and colorful. Sturdy and vigorous—one of the real bread-and-butter varieties. Never out of bloom. Donald Prior also has a unique habit of sending out individual flowers all over the bush which seem to punctuate the dark green foliage and make the entire plant doubly interesting. Be sure to include both Donald and Betty Prior in your garden—a beautiful combination! See on front cover.

Color....sparkling red like a rare wine.

Blooms...8-petaled, about 3 in. across, in immense clusters.

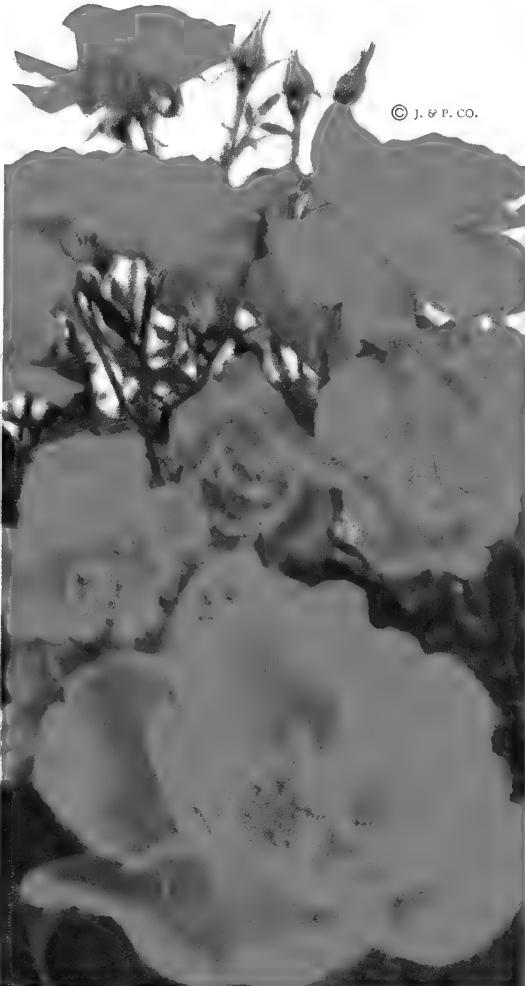
Continuous...large bursts of bloom very frequently throughout the season—never without flowers.

Plant....30-36 in. tall. Plentiful tough, dark green foliage.

Fragrance...delicate Damask perfume.

Use....Looks well anywhere. As effective at base of climbing Blaze or Summer Snow as in borders, beds, hedges, etc.

85c each; 3 for \$2.15; 12 for \$8.50;
25 for \$15.65



Cecile Brunner or Sweetheart



Mrs. R. M. Finch

CECILE BRUNNER

The First Sweetheart Rose

Charming light pink, shading into yellow at base. Delightful formal petal formation (picture at left). Growth slender, foliage airy. Height 20 in.

75c each; 3 for \$1.90; 12 for \$7.50

NIOBE

Pure white, in shape and habit like the pink Mrs. R. M. Finch at left. Tinge of blush in center when half open, camellia-like when full open. Height 2 ft.

75c each; 3 for \$1.90; 12 for \$7.50

MRS. R. M. FINCH

Lovely light rose-pink, 2-in. "Sweethearts" in large clusters, continuously in bloom. An Australian rose happy in this country. Height 2 ft. (See picture at left).

75c each; 3 for \$1.90; 12 for \$7.50



Betty Prior

Donald
Prior

© J. & P. CO.

WORLD'S FAIR

(Plant Patent No. 362)

Winner of First Award, All-America Selections

In the year of its introduction, chosen as the official Rose of the great New York World's Fair, this peerless beauty continues in the affection of Rosedom and will be a leading "Rose of Tomorrow" for many years to come. Large clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. The double Hybrid-Tea-size flowers are immensely popular everywhere. Exceptionally hardy; favorably reported from all parts of the country.

Prolific....continuous display, spring to frost.

Size....blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden, and exquisite for cutting—very graceful even full-blown.

Vigorous....bushy; about 30 in. high.

Fragrance...lightly fresh.

Display....magnificent in solid group.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

World's Fair

© J. & P. CO.



Tree Roses

ARISTOCRATS OF ROSEDOM

FOR the ultimate in dramatic garden display, experienced gardeners choose Tree Roses. Imagine the crowning glory of the lovely Hybrid Tea Roses along the path in picture below, from June till frost, with exhibition blooms almost at eye-level and exotic fragrance so near to your guests as they come to call! See how effective the Tree Roses are in the Rose Garden on the front cover of this book.

Here is the ideal way to lend height and perpetual spring-till-fall bloom and color to your garden and accentuate its beauty. Tree Roses make formal gardens even more stately, and informal gardens more radiant. You will find they occupy very little ground space, and greatly enhance the effect. Tree and Bush Roses present a breath-taking panorama when planted together.

On Tree Roses the flowers reach the greatest state of perfection in form and color, blooming from spring until frost. Everblooming.

TRUNKS 3½ FT. TALL

All J. & P. Modern Tree Roses are grown on a special hardy strain of Multiflora stem and root for best success in your garden—a strain that transplants easily, and handles well for winter protection. They are worked on 42-in. stems and have bushy well-balanced heads. The stems expand in proportion with the top, an essential for success and lastingness in this type of Rose. It is not subject to the borers and other ills of older kinds of stems. Many of these Roses are shown in full color and described in detail on other pages of this book, as indicated at right.

Complete, simple instructions for easy planting and care are supplied with every order

Page 26



Choose From These Outstanding Varieties:

- A. Grille (Plant Patent No. 475.) Bright scarlet-crimson Floribunda (see p. 23).
- Blaze (Plant Patent No. 10.) Brilliant scarlet. Very effective as a Tree Rose (see p. 29).
- Christopher Stone Scarlet-crimson (see p. 20).
- Countess Vandal (Plant Patent No. 38.) Coppery bronze and pink. An outstanding favorite (see p. 19).
- Crimson Glory (Plant Patent No. 105.) Deep vivid crimson (see p. 17).
- Dicksons Red (Plant Patent No. 376.) Livid red. The All-America winner (see p. 16).
- Eclipse (Plant Patent No. 172.) Brilliant golden yellow—the "streamlined Rose" (see p. 18).
- Eternal Youth (Plant Patent No. 332.) The clearest of all pinks (see p. 13).
- Hector Deane (Plant Patent No. 361.) Strawberry-pink; fragrant (see p. 14).
- Mary Hart (Plant Patent No. 8.) A red Talisman.
- McGredy's Salmon (Plant Patent No. 410.) Apricot-salmon (see p. 15).

- McGredy's Sunset (Plant Patent No. 317.) Delicate saffron (see p. 14).
- McGredy's Yellow Buttercup-yellow; beautiful form. One of the best Tree Roses (see p. 21).
- Mme. Joseph Perraud Nasturtium-buff (see p. 21).
- Pan America (Plant Patent No. 437.) Orange, tawny yellow and gold (see p. 11).
- Pinocchio (Plant Patent No. 484.) Exquisite salmon flushed with gold. New for 1943 (see back cover).
- Rex Anderson (Plant Patent No. 335.) Ivory-white (see p. 14).
- Rose d'Or (Plant Patent No. 482.) Golden yellow (see p. 10).
- Saturnia (Plant Patent No. 349.) Two-tone—red and yellow. Gorgeous appearance. Extremely fragrant (see p. 11).
- White Briarcliff (Plant Patent No. 108.) Daintiest, most delightful white (see p. 16).
- World's Fair (Plant Patent No. 362.) Velvety scarlet (see p. 25).

These prices include safe, expert packing, guaranteed to reach you in good condition. Tree Roses are sent express charges collect.

We expect to be able to fill every order exactly, but if the supply of any variety is exhausted, we shall send another of the same color and quality unless otherwise instructed.

Here is a happy use one connoisseur of fine Roses has made of Tree Roses—a most appropriate greeting to guests as well as a keynote of beauty for the entire grounds.

**Any 6 for \$17.50
Any 12 for \$35.**



Jackson & Perkins Co. .

MODERN

Climbing ROSES

For Thousands of Blooms Even in Limited Space

EVERWHERE, there is a tremendously increased demand for J. & P. Modern Climbing Roses, and our growing facilities are being used to the utmost. We particularly recommend that you include King Midas this year—you'll want more Blaze and Summer Snow, too. Also be sure to have Torch, the new sensation for 1943.

Any garden is more colorful, more attractive, more complete with the addition of Modern Climbing Roses—especially the newer varieties, most of which produce large, double blooms like Hybrid Tea Roses. The great clusters of gorgeous flowers, framed by luxuriant foliage, are a most desirable ornament—on porches, trellises, garages, fences, pillars, etc.

Here is the solution, too, for those who wish to enjoy the thrilling beauty and fragrance of Roses where space is limited. Beautiful blooms can be produced for both elaborate outdoor display and hundreds of bouquets in even a small city lot!

Modern Climbing Roses are easily protected through winter, even where temperature drops below zero. Climbers bloom on old wood, and given only ordinary care they will repay you immeasurably for your effort.

KING MIDAS (Plant Patent Applied for)

Longest-Blooming Hardy Yellow Climber

Shimmering, regal, large, glorious, Hybrid-Tea-like blooms like the picture at left, borne over a long season in great profusion as shown in the color picture of a typical plant on the *inside front cover of this catalog*, where King Midas is also described completely. Extremely hardy, establishes itself quickly, will bloom freely next year. Created by Dr. Nicolas, in the J. & P. nurseries.

\$1.50 each; 3 for \$3.75; 12 for \$15.

A specimen bloom of the lovely King Midas, prized for cutting as well as garden display.

Everblooming DR. J. H. NICOLAS (Plant Patent No. 457)

The ideal of a lifetime! Gardeners everywhere are delighted with the wealth of fragrant blooms, the size of the large, double flowers so like the finest Hybrid Tea Roses—and most of all, with the everblooming performance of Dr. J. H. Nicolas. Many first-year plants bloomed persistently all last season! As soon as the first flowers finish, new shoots appear—all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is open full. For years Dr. J. H. Nicolas, the world-renowned hybridist, had set for his ideal a race of everblooming Climbing Roses with large double blooms like the Hybrid Teas. He made the cross that resulted in this marvelous flower—the triumph he did not live to see fulfilled but which now bears his name.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Everblooming... immediately after first flowers fade, new shoots appear. A galaxy of bloom repeats again and again, all summer and fall.

Immense.... fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, 50 fine-textured petals.

Fragrance.... rich, lovely and enduring.

Clusters.... three or four perfect blooms to each long, strong stem.

Hardiness.... extremely hardy in all sections of the country.

Pillar.... very vigorous, grows 8 to 10 ft. tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

Dr. J. H. Nicolas



Dr. Nicolas was the head of the J. & P. Department of Plant Research; he was succeeded by Eugene S. Boerner who worked with him and under whose direction and inspiration this work has grown to be the largest of Rose-hybridizing operations in all the world. Sharing the ideals of Dr. Nicolas, he treasured this outstanding Rose, gave it the most careful propagation for the gardens of America.

Group #320

Three of the world's finest Climbing Roses, all created in our own department of plant research: King Midas, Dr. J. H. Nicolas, and June Morn.

3 Plants

1 of each (value \$4.50) ... \$13.75

King Midas, June Morn, Blaze, Summer Snow
—See above, pages 28, 29, 31.

4 Plants

1 of each (value \$5.50) ... \$18.75

All three have a long season of profuse bloom in June, and continue to bloom intermittently all summer and fall: Dr. J. H. Nicolas, Summer Snow, and Blaze.

3 Plants

1 of each (value \$4.00) ... \$12.00

World's Largest Rose Growers

Climbing Summer Snow

(Plant Patent
No. 400)

Everblooming

WHEREVER this enchanting, pure white Climbing Rose is planted—the fairest white climber—it quickly fills out to illuminate the scene with myriads of clusters of pure white, loosely double flowers almost completely covering the plant, like mountains of snow. If as you have traveled through the countryside and observed the Roses on the grounds of some fine home you have said "That's the white Climbing Rose I want," doubtless it was Summer Snow. The plants are always impressively handsome.

The spotless, glistening, glacier-white double blooms are 2 in. across, effectively set off with golden stamens when full-open, adding to the charm of their large clusters in bouquets and arrangements. There are very few thorns. And Summer Snow is so abundantly generous, one never need hesitate to cut enough for use in the home.

This lovely Rose not only excites the extravagant admiration of all who see it by day—its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight. You'll never part with Summer Snow!

Blooms from Early June Till Late Fall

It would be bounty enough to have its splendor just for June, but Summer Snow is not content with that—the attractive white blooms repeat themselves all through the summer and fall—often they are the last flowers in our garden when killing frosts come in November.

The hardy, vigorous plants require little care, and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only about one-half of the plant. Summer Snow is an unsurpassed setting in white before which you can portray lovely color harmony with a planting of Floribunda Roses or Perennials. For a striking effect, plant with the red Blaze or the golden King Midas. To show your colors, plant with Blaze and Delphinium or other blue Perennials for the "Red, White and Blue."

Flowers large generous clusters. Clear sparkling white. Loosely double 2-in. flowers; golden yellow stamens.

Everblooming. intermittent all summer. June bloom like a mountain of snow.

\$1.50 each; 3 for \$3.75; 12 for \$15.

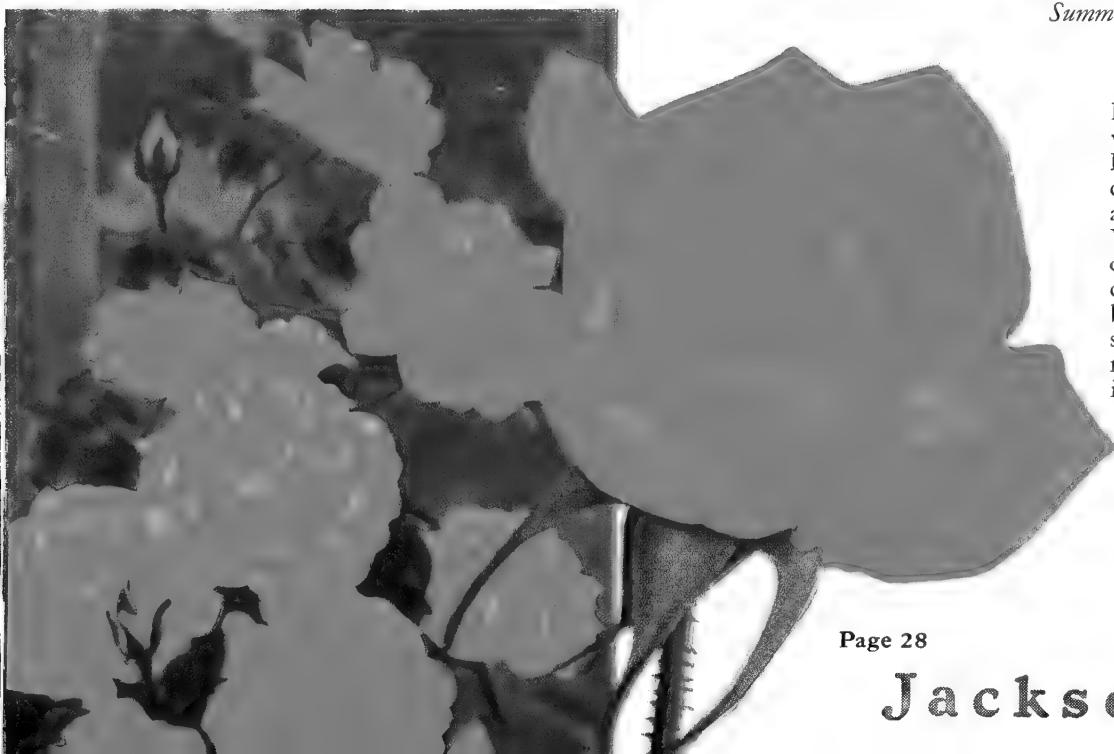
Fragrance. . . . dainty, clean, refreshing.

Type. excellent Pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Fills in well and covers a fine area on trellis or fence, but not overrunning. Very few thorns.



Summer Snow

Doubloons



DOUBLOONS

(Plant Patent No. 152)

Doubloons—the golden treasures of old pirate days, were buried deep on fabled islands far away. But Doubloons—the golden beauties from nature's treasure chest, planted in a lovely garden—live—climb—bloom, and bring great happiness to everyone. This is the Yellow Climbing Rose on which you can depend for quick results, and for real height. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the same year you plant! Its flowers are magnificent. It blooms in profusion for a long time. It is hardy and vigorous.

History. . . . a direct descendant of our American wild Prairie Rose, with its heritage of hardiness.

Blooms large, golden flowers, fairly double, in delightful clusters, literally covering the plant for a long period. Beautiful foliage of dark, velvety green.

Growth. . . . vigorous, healthy; long, heavy canes. Grows 12 ft. in a season.

Fragrance. . . . spicy, clean.

\$1. each; 3 for \$2.50; 12 for \$10.

BLAZE

(Plant Patent No. 10)

*Blaze! Was ever a Rose better named?
Or ever a Rose that had such perfect
universal appeal—a flower for America!
Growing more popular every year!*

THE Red of the Flag, in all its flaming glory—symbol of courage and devotion to country in every American heart! Most popular of all everblooming Climbing Roses, the demand for Blaze increases year by year, and we are now experiencing a tremendous demand for this exciting Climber by the many who want Flag Red in their gardens. Fortunately, two years ago our nurseries made a big increase in the plantings of Blaze so we trust we can fill every order this spring.

Introduced by Jackson & Perkins Co. ten years ago, these are the brilliant, attractive, double, red Climbing Roses one sees blooming all over America in their everblooming or repeating form, now definitely fixed by use of only bloom wood in propagation. You knew the older June-blooming variety as Paul's Scarlet Climber.

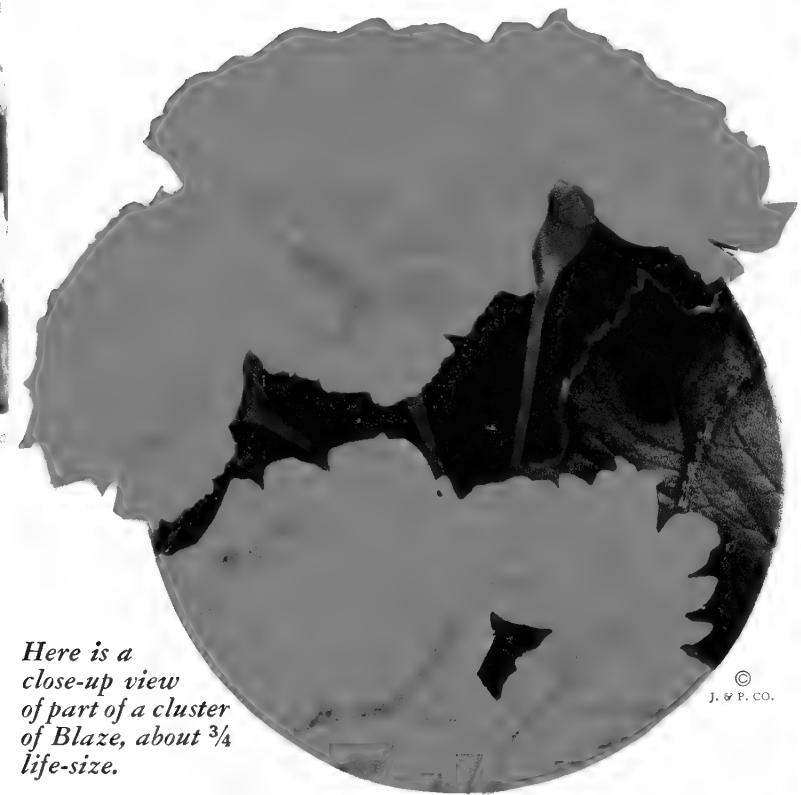
Blooms. Large clusters of many 2- to 3-in. cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.

Uses. Train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

\$1. each; 3 for \$2.50; 12 for \$10.

Height. 10 to 12 ft.

Prolific. Masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming as new bloom-shoots grow from first eye below the flower cluster).



©
J. & P. CO.

Here is a close-up view of part of a cluster of Blaze, about $\frac{3}{4}$ life-size.

PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this was the most admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters that can be cut freely with long stems during June.

75c each; 3 for \$1.90; 12 for \$7.50.

Most Popular EVERBLOOMING CLIMBER in America

© J. & P. CO.



This lovely picture of Blaze on a home here in the Rose Capital of America shows how beautifully it will do for you.

THE WORLD'S BRIGHTEST CLIMBER



Torch

© J. & P. CO.



Torch

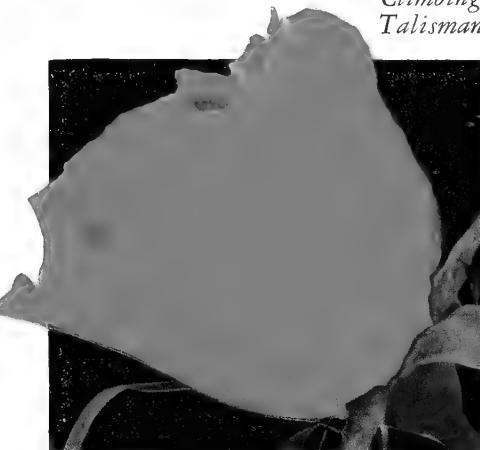
NEW FOR 1943

(Propagation Rights Reserved)

This new Climbing Rose will flame gloriously in your garden all June and frequently again in the fall, like a vibrant splash of color from an artist's palette. The vivid orange-scarlet is clear, clean and true, like the glow of bright sunshine on a crimson coral reef. The color continues soft even as the flowers age. Torch blooms in prolific abundance; the large, graceful, generous clusters are so crowded that the pert flowers are literally countless. This amazing Torch has all the virtues of the old-fashioned "Ramblers" that for years and years were the most popular and most generally used Roses in America, without their faults. The foliage is not subject to mildew and is interestingly decorative even when there are no blooms. The plants are disease-resistant. As enduringly hardy as it is radiantly lovely, planted as a pillar—or trained on trellises or fences. Torch as a striking yet blending accent keynotes gaiety for a long June season and frequently re-blooms generously in the fall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Climbing
Talisman



CLIMBING WORLD'S FAIR

All the beauty and grace of the exquisite World's Fair Floribunda—lovely double velvety, rich scarlet blooms in impressive clusters that were the sensation of, and official Rose of the great World's Fair, destined for generations of popularity in American gardens, now available as a hardy, Everblooming Climbing Rose. Our friends have always taken all the plants that were available but this year we have enough so we trust you may have the pleasure of owning this rare Climber; to be sure, order early!

\$1.50 each; 3 for \$3.75; 12 for \$15.

(Plant Patent
No. 546)

Blooms... in generous clusters of lovely, graceful deep red buds that open into rich velvety scarlet blooms, winsome in all stages.

Prolific... continuous display from spring to frost.

Vigorous... grows 8 to 10 ft. tall.

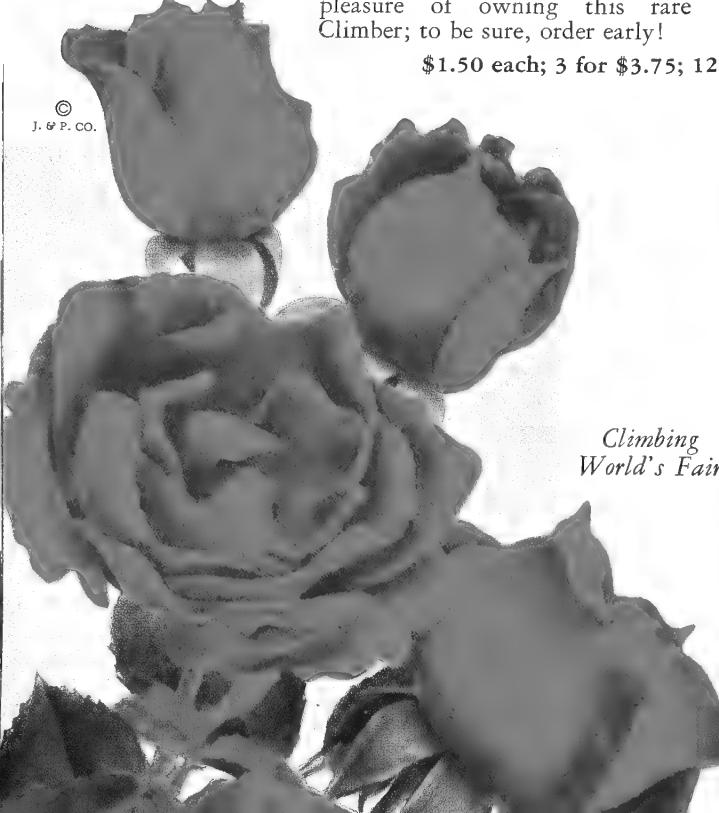
Fragrance... delightfully alluring.

Display... a gorgeous show for trellis, arches, fences, etc.

©

J. & P. CO.

Climbing
World's Fair



CL. AMERICAN BEAUTY

Large buds and flowers of American Beauty crimson. Blooms very early and profusely—sweet-scented. 15 ft. tall. \$1. each; 3 for \$2.50.

F. FERRER

A large-flowered everblooming deep red Climbing Rose from Spain. Lovely, sunfast, semi-single, velvety-red. Unusual, piquant cinnamon fragrance. Clear yellow stamens stand out like wax. 12 petals. Long-lasting clusters of 3 or 5. Lay canes down for winter in severe regions. Vigorous, bushy; 10 to 12 ft. Disease-resistant foliage. Connoisseurs prize F. Ferrer. \$1.50 each; 3 for \$3.75.

FULL MOON

More double, more lasting than the beautiful Silver Moon Climber. Same shiny, luxuriant foliage but more graceful and not so rank in growth. In spring the vigorous plant is literally covered with white flowers 3 in. across, on 12 to 15-in. stems. 10-ft. canes. \$1. each; 3 for \$2.50; 12 for \$10.

Page 30

Jackson & Perkins Co.

CLIMBING TALISMAN

Everblooming sport of the Talisman Hybrid Tea sold by florists all over the world. Many say the blooms from the climbing plants are bigger and more colorful. The familiar multi-colored yellow and copper buds and flowers need no description. For those willing to give Climbing Talisman a favorable location and simple winter protection, it will be outstanding. The J. & P. "Guide to Successful Rose Gardening" free with every order, shows how to do it in late fall, in 15 minutes.

\$1. each; 3 for \$2.50; 12 for \$10.

PITTSBURGH

Largest blooms ever seen in Climbing Roses! Immense, picture-like, pink, opening slowly, holding their perfect form for a long time. One to each long stem. Created by Father Schoener, the Padre of Roses. This rare Rose, 8 ft. tall, never fails to stop guests in our display gardens. To meet their requests and your desire for the unusual, we have been able to grow a few plants.

\$2. each.

MODERN

Climbing Roses

© J. & P. CO.

Golden Climber



GOLDEN CLIMBER

(Plant Patent No. 28)

Many features give Golden Climber its deserved popularity. The interesting shape of the flowers is unusual. Its coloring is superb—the buds, flecked with orange-scarlet, burst into handsome, rich golden-yellow, Tea-like blooms. Long stems add grace and make the delicately-fragrant golden flowers especially adapted for cutting. Glossy leaves. Definitely hardy; needs to become established before blooming heavily.

Buds....long, gracefully shaped, golden yellow.

Blooms....unique in form, slightly fragrant.

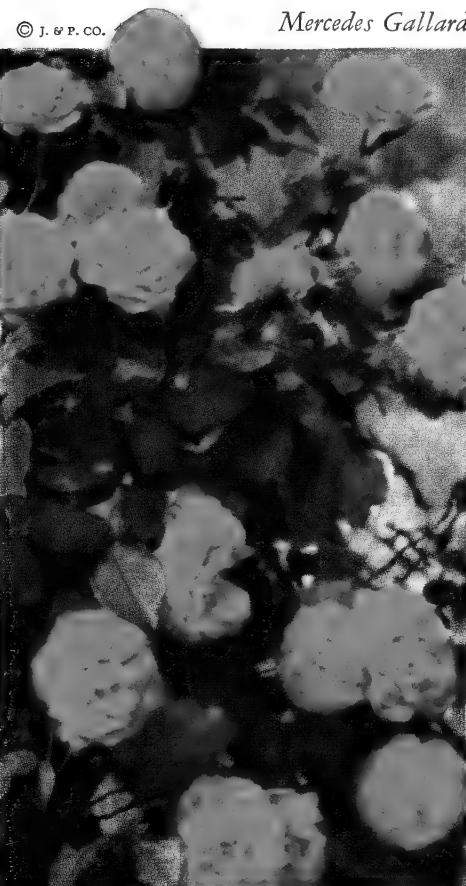
Stems....18 in. or longer, make Roses fine for cutting—smooth; very few thorns.

Foliage....Fairly heavy, fine color, glossy.

Lasting....long blooming period lengthens the season of enjoyment.

\$1. each; 3 for \$2.50; 12 for \$10.

Mercedes Gallard



MERCEDES GALLARD

A truly Everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in the cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage. Very satisfactory to plant with yellow or white Roses or in backgrounds.

Fragrance....one plant will perfume an entire garden or "outdoor living-room."

Bud....ovoid, rosy red.

Blooms....exquisite, fully double, 5 in. across. The plant is in full bloom all summer.

Plant....about 8 ft. high. Heavy foliage.

\$1.50 each; 3 for \$3.75
12 for \$15.

NEW DAWN

(Plant Patent No. 1)

The Everblooming strain of the most popular pink Climbing Rose in America! Produces almost continuously from early June until frost—hundreds of artistic buds opening to large, beautifully-formed Hybrid-Tea-like blooms, delightful apple-blossom-pink; delicate appealing fragrance. Wondrously glossy foliage, rich deep green throughout season. Here's one of the hardiest everblooming Climbers known to the plant world; choose it for a long season of Rose enjoyment.

Blooms....delicate, soft pink, 4-in. blooms in great profusion—masses of them almost continuously from early June until freezing weather. Delightfully, daintily fragrant.

Stems....ideally long for cutting.

Hardy....extremely hardy in all regions.

History....everblooming development of the everywhere-admired Dr. W. Van Fleet.

\$1.50 each; 3 for \$3.75; 12 for \$15.

DR. W. VAN FLEET

Forebear of exquisite New Dawn above. Large, pale pink, fragrant Hybrid-Tea-like flowers on fine long stems. Many still want Dr. W. Van Fleet for the hundreds of lovely Roses on even a single plant—countless June bouquets and a wonderful garden display. Vigorous, hardy.

75c each; 3 for \$1.90; 12 for \$7.50

JUNE MORN

(Plant Patent No. 375)

History....A seedling with the charm of Mme. Gregoire Staechelin, the vigor and free-flowering of Cl. Souvenir de Cl. Pernet.

Color....luscious watermelon-pink inside; outside touched gold.

Blooms....heavily in early summer with a good display in the fall.

Use....for northern areas, a Pillar with Hybrid-Tea-size flowers with repeating bloom; for the south, a really hardy addition to the repeating Climbers.

New Dawn

\$1.50 each; 3 for \$3.75; 12 for \$15.

June Morn

© J. & P. CO.

Clematis

**Sensational Giant-Flowered
Kinds Everyone Wants**

In keeping with the J. & P. policy of presenting the newer, more unusual and most desirable in the plant world, two years ago these exotic Giant-Flowered Hardy Clematis were added. No wonder they are so popular, for of all hardy climbing vines none is more beautiful! Thousands of our friends have already planted these new Clematis and now enjoy their charm.

The stunning blooms vary in size from the 4 to 5 in. across of Jackmani up to the 6 or 7 in. on the newer Hybrids. No other vines have such a wide color range, such interesting foliage, such decorative possibilities.

Clematis needs no spacious setting—you may enjoy the enchanting blooms both day and evening, on pergolas, trellises, arbors, fences, etc., grow 8 to 10 ft. high, will thrive even in semishade. Plant early this spring.

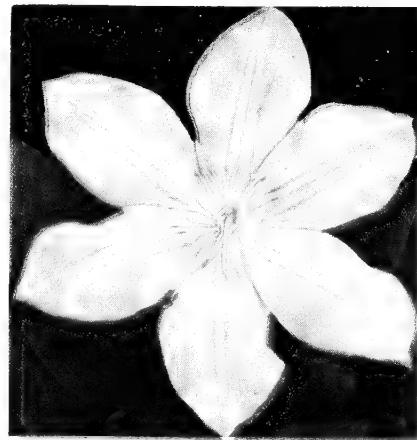
JACKMANI (at left)

You have often seen these dramatic, large, velvety violet-purple flowers that made Clematis so popular in America, and richly deserved. Blooms in profusion all summer and early fall. Noted for great vigor. \$1. each; 3 for \$2.50.

DUCHESS OF ALBANY

(below)

Unique, trumpet-shaped, bright pink; long reflexed petals, successively July to Oct. \$1.50 each; 3 for \$4.



LANUGINOSA CANDIDA (above)

Lovely pure white waxy flowers, beautiful always, entrancing in moonlight. One of newest Hybrids. \$1.25 each; 3 for \$3.25.

ASCOTIENSIS (below)

Decidedly large azure-blue flowers from July to October. Very free-blooming. A new Hybrid. \$1.25 each; 3 for \$3.25.

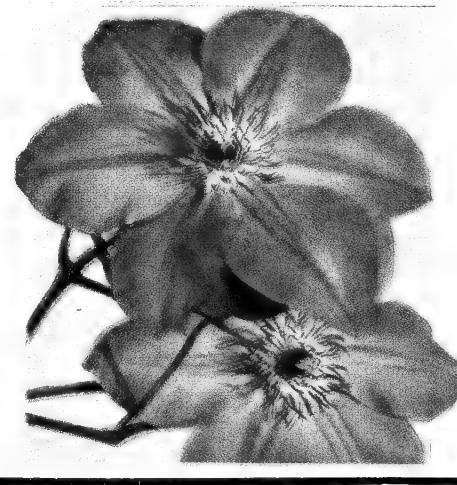


CRIMSON KING (above)

Large, brilliant red; compelling wherever used. Now you can display the colors of the flag in Clematis. \$1.50 each; 3 for \$4.

LAWSONIANA (below)

Most prolific of all! Marine-blue, pink overtone. Large overlapping petals; blooms June to September. \$1. each; 3 for \$2.50.



Climbing Hydrangea



Special

Group #304

The Red, White and Blue:
Clemson King, Ascotiensis,
Lanuginosa candida

3 Plants, 1 of each \$3.33
(value \$4.)

Group #305

All Six Clematis Pictured

6 Plants, 1 of each \$6.25
(value \$7.50)



WISTERIA AND OTHER HARDY

Wisteria

WISTERIA, NAGA NODA
Flower Clusters 4 ft. Long!

Astonishingly long, glorious purple flower clusters, 3 to 4 ft. each, on a well-established plant! Showiest of all flowering vines, this extra-long Floribunda Wisteria is a lifetime investment, the envy of all who see its entrancing spring display and enjoy its fragrance. Here is your opportunity to start right, with a plant grafted from flowering branches sure to bloom the second or third year, perhaps even the first year after planting. \$2.50 each; 3 for \$6.25.

SILVER LACE VINE

Polygonum Auberti Strong, vigorous, growing to 25 ft. or more. Thrives in any fair soil. Fine, dense foliage for pergolas, porches, etc. Entire vine covered with great foamy spray of tiny white flowers all summer and fall. Strong field-grown plants. 60c each; 3 for \$1.50; 12 for \$6.

CLIMBING HYDRANGEA

Petiolarii Very beautiful, rather rare, with overlapping, mosaic-like leaves. Characteristically rugged in growth, very effective on stone walls. Sheets of broad, round clusters of white flowers, June and July. Climbs 30 ft. or more, clings to brick or masonry. Very hardy. Strong field-grown plants. \$1. each; 3 for \$2.50.

BOSTON IVY

Ampelopsis Veitchii The popular self-clinging hardy vine that grows rapidly to cover walls of home or other structure. Handsome green foliage turns to beautiful rosy hues in autumn. Bears blue-black berry clusters. Strong field-grown plants. 60c each; 3 for \$1.60; 12 for \$6.

DUTCHMAN'S PIPE

Aristolochia Immense, heart-shaped leaves cast cool, shade all summer. Does not attract insects. Pipelike purple flowers. Very vigorous; grows 25 ft. \$1. each; 3 for \$2.50.

Jackson & Perkins Co.

Vines



WISTERIA, NAGA NODA

Grafted Plants that Bloom!
Fulfill your fondest dream
with this entrancing Wisteria.

Wisteria, Naga Noda



J. & P. MODERN *Perennials*

Astilbe, Fanal

© J. & P. CO.



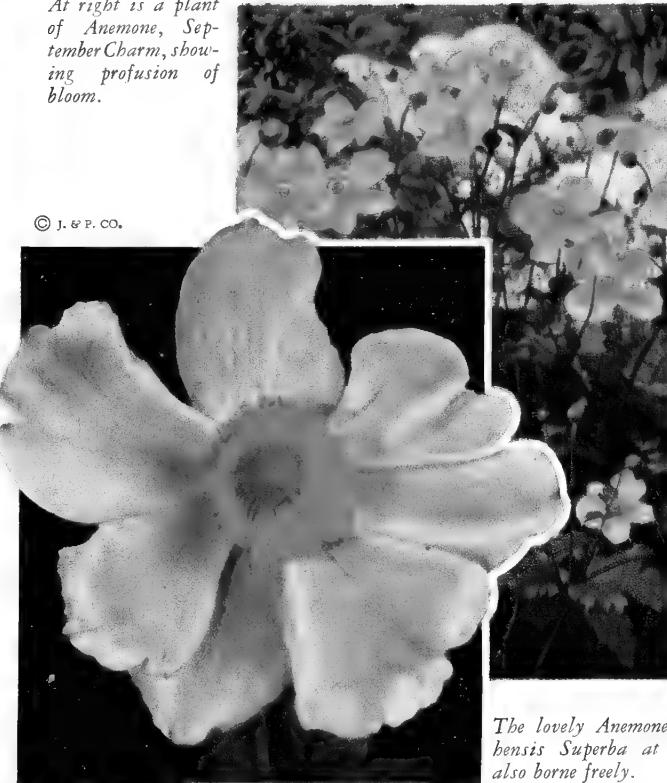
ASTILBE . *Fanal*

Fanal means "lighthouse," and these lovely, artistic plants will truly be beacons in your border plantings with their exquisite, feathery sprays of lively red. Easy-to-grow, hardy; likes plenty of moisture as well as good, rich soil, especially during the growing period; will repay a thousandfold with abundance of bloom all through May and June. A unique color—rich, deep red; dark green, prolific foliage. 15-in. flower-spikes tower well above 10-in. foliage. The flower sprays are fine for arrangements, combining with most any other flower. Fills a long-felt want for a red border plant, as well as for one that likes moisture. Happy in either semi-shade or sun.

75c each; 3 for \$2.; 12 for \$7.50

At right is a plant of *Anemone*, *September Charm*, showing profusion of bloom.

© J. & P. CO.



The lovely *Anemone Hupehensis Superba* at left is also borne freely.

THIS is a "Perennial Year"! Everywhere, there is a tremendous surge of interest in and demand for these new, startlingly different, immensely improved versions of the favorite Perennial Flowers so popular in Grandmother's garden, and the entirely new ones she would have said were "too good to be true." For many of these Modern Perennials we are receiving five times as many orders as last year—and that was the year of greatest garden interest ever. Order early, and see for yourself why Perennial Gardening is in such high favor. Here are the top-notch, easy-to-grow, most satisfactory, newest of the day, to bring you years and years of enjoyment.

We do not ship Perennials west of Denver

CAMPANULA

Pride of Exmouth

A new, tall-growing, 3½-to 4-foot. Campanula of infinite grace and charm. The effect is a semi-double Campanula, Telham Beauty. The flowers start in May and keep repeating on the same spike until July. Very fine. Blue with softening slight lavender cast. Splendid plant and most effective as a cut-flower.

65c each; 3 for \$1.75; 12 for \$6.50



Carnation, Silver Mine

ANEMONE . *September Charm*

A lively hybrid of *Anemone Hupehensis*; low-growing, light pink, early, free flowering. Vigorous, hardy. 15-18 in. tall. Best in partial shade. 3 for \$1.10; 12 for \$4.

ANEMONE . *Hupehensis Superba*

A Japonica and *Hupehensis* cross, with Japonica size and free-blooming of *Hupehensis*. Has achieved real and merited popularity—let it be a bright spot in your garden this fall. Petals reddish-pink outside, deep rose-pink inside. Blooms freely, mid-Sept. to frost. 2-2½ ft. high. 50c each; 3 for \$1.35; 12 for \$5.

AQUILEGIA . *Columbine Longissima Hybrids*

Wide range of colors. Long, dainty 3- to 4-in. spurs. One of the most graceful and artistic of all early spring flowers, in May and June.

3 for \$1.10; 12 for \$4.

New form of Campanula Carpatica, Blue Carpet.

Campanula, Pride of Exmouth

CARNATION

Silver Mine

Large, full, fragrant, double flowers—all pure white; hardy. In constant bloom from June until late October. Choice variety with fresh, dark green foliage. Excellent for cut-flowers. Sweet, pungent fragrance. Good for rockeries, borders, and in combinations. Grows to a height of about 10 in.; blooms generously and continuously.

50c each; 3 for \$1.35; 12 for \$5.

CAMPANULA

Blue Carpet

Carpatica Improved For edgings, groups, and rock-gardens—furnishes a "carpet of blue" from June to fall; excellent in full sun or in semi-shady places. Larger, light blue, bell-shaped flowers on 5- to 6-in. stems. Neatly compact. Blooms are great favorites in borders and rockeries. This variety is exceptionally good, giving blue color when very little other blue is in the garden. Remains slightly in center all season; a great improvement over common variety; does not sprawl.

60c each; 3 for \$1.60; 12 for \$6.

© J. & P. CO.



MODERN Chrysanthemums

WINTER-HARDY
EARLY TO BLOOM
AND OVER A LONG SEASON

ARDEN Chrysanthemums have enjoyed tremendously increased interest and popularity because of the marvelous achievements in developing earlier-blooming and winter-hardy strains for a brilliant, long-lasting garden display, and wealth of glorious bouquets. Ideal for planting in both borders and cutting garden. Several gems from the world's greatest hybridizer of Garden Mums, Alex Cumming, are included.

SEPTEMBER GOLD

Brilliant golden yellow pompon blossoms, 25 or more to a spray. Shapely, well-rounded orderly plants. A decided improvement on cushion "Mums." Steady bright color effect. One of the earliest in fall, mid-Sept. to season's end. 18 in. high. Immensely prolific. 60c each; 3 for \$1.60; 12 for \$6.

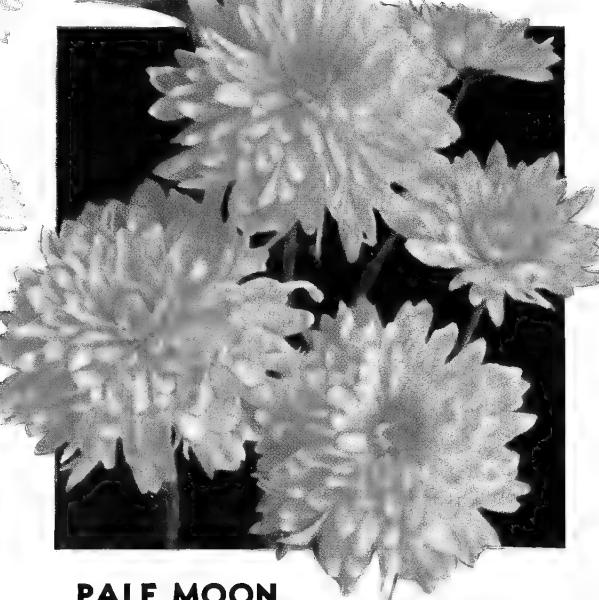
LAVENDER LADY

Rare and lovely coloring marks this beautifully-shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across—equally effective in daylight or under electric lights. Blooms end of Sept. till frozen. 24 in. tall. Queen of all garden "Mums"—unexcelled, yes unequalled! 50c each; 3 for \$1.35; 12 for \$5.

SEPTEMBER CLOUD

Rounded, double, purest white, primrose shading in center. Blends perfectly outdoors and in arrangements. Rounded compact plant completely covered mid-Sept. till frost. Best white Pompon. 60c each; 3 for \$1.60; 12 for \$6.

Pale Moon



PALE MOON

Achieves decided distinction by its color—soft, fluffy sulphur-yellow that blends delightfully with other hues. Large flowers, 3 to 3½ in., blooming freely from end of Sept. until frost, its color losing none of its interest; frost-resistant. Grows 2 ft.

3 for \$1.10; 12 for \$4.

SILVER MOON

New and unique—a double row of gleaming white petals with pale yellow central halo like soft moonbeams. Mild, sweet fragrance. 2½-ft. plants bloom from September on, equal to finest smaller greenhouse varieties, yet frost-resistant.

60c each; 3 for \$1.60; 12 for \$6.

SEPTEMBER BRONZE

New—appealing golden bronze shading to intense warm bronze. Shapely, medium large plants. Pompon blossoms keep a long time both in garden and as cut-flowers. Blooms mid-Sept. till frosts. Warmly attractive all season. Most colorful early Mum.

60c each; 3 for \$1.60; 12 for \$6.



CLARA CURTIS

Rubellum. One of most popular. Masses of charming, fragrant, rosy pink 3-in. single flowers, early Aug. and on through frost. Very hardy. Long-lasting cut-flowers. Well-rounded bush, 20 in.

3 for \$1.10; 12 for \$4.

MANANTICO

Early, red, semi-double, unusually bright and effective, early Sept. to frost. Very decorative in house and in garden. Very popular. 3 for \$1.; 12 for \$3.50.

ROSE GLOW

Magnificent. Lovely old-rose with raspberry shading, in great profusion from Sept. to frost. Pleasing, unforgettable, fairly beaming under electric lights. Husky, strong 2½-ft. plants. 3 for \$1.10; 12 for \$4.



Rose Glow

from Mid-August till Winter

Milky Way

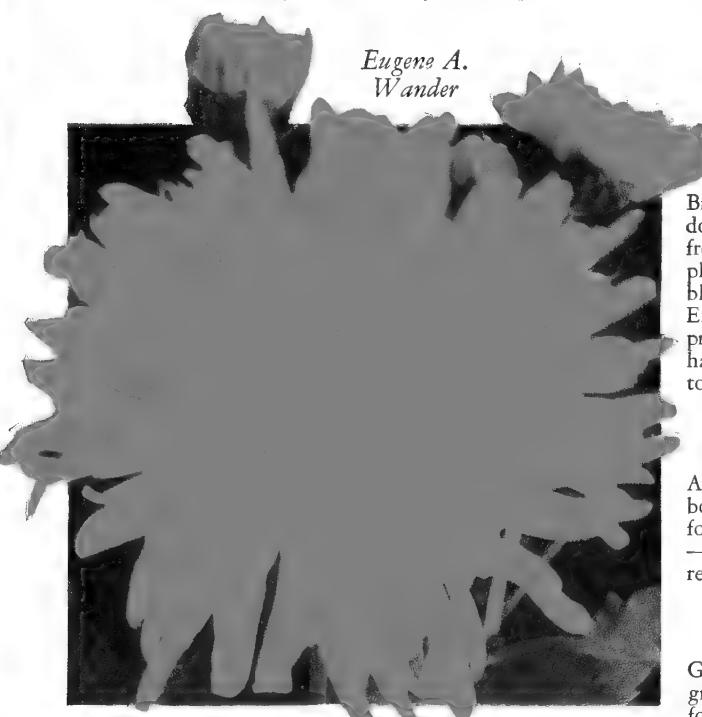


MILKY WAY

A new type of special worth. Magnificent creamy white, outstanding among all whites for intensity of milky whiteness when full open. Rich dark-green foliage complements soft lemon tints of half-open flowers. The first Nipponicum hybrid, perhaps as significant as the Koreans. Semi-informal flowers with broad, overlapping petals. Branchy sprays of 4 to 6. Most frost-resistant of all "Mums," and iron-hardy. Strong, vigorous plants, 2½-3 ft., blooms late Sept.

50c each; 3 for \$1.35; 12 for \$5.

Eugene A.
Wander



Burgundy



POHATCONG

One of our best sellers and a very popular variety wherever outdoor Chrysanthemums are appreciated. Lovely, double, deep pink flowers, 4 in. across, with rich, dark green foliage. Long blooming period starting in early Sept. Vigorous growth. Prolific for cutting. 24 in. tall. Satisfactory under all conditions.

3 for \$1.10; 12 for \$4.



Pohatcong

EUGENE A. WANDER

Brilliant 4½- to 5-in. (larger if disbudded), double, glistening golden yellow flowers, so freely borne in branching clusters, the stocky plant is nearly obscured. First of the season—a blaze of golden glory, in full flower by Sept. 10. Extra-large, perfectly-formed flowers in greatest profusion, without "pinching" or special handling. Seldom over 18 in. tall. Hardy, easy to grow, yet also fine for pot-culture.

60c each; 3 for \$1.60; 12 for \$6.

ALGONQUIN

A fine, brilliant yellow. Double 3-in. flowers borne freely from early Sept. on. Fine, clean foliage. Very hardy. 30 in. Best double early—a delight in garden or vase. Developed to resist weather extremes—heat or cold.

3 for \$1.10; 12 for \$4.

BURGUNDY

Glorious rich Burgundy red, in a new, fragrant, double Hybrid Korean. Magnificent form, texture; strong growing. 2½ ft. Equally striking in garden display and in arrangements. 3-to 4-in. blooms in early Oct.

50c each; 3 for \$1.35; 12 for \$5.

MRS. PIERRE S. DU PONT III

The dominant color is soft peach, tinted with rosy salmon and fawn shades overcast with luminous sheen. The general effect is an iridescent bronze. Large, full, perfectly-formed flowers, on tall, branching stems. Sturdy 2½-ft. plants. Blooms in early Oct.—a glorious, full display.

60c each; 3 for \$1.60; 12 for \$6.

"CUSHION" MUMS

Characteristically, all "Cushion" Mums are covered with hundreds and hundreds of double flowers that bloom continuously from the end of August till frost, over 1,000 per plant in a season! For an astonishing mass of color, plant "Cushion" Mums.

Golden Cushion. Tall. 18 in.

Bronze Cushion. Tall. 15 in.

Pink Cushion. Tall. 20 in.

Any of above: 3 for \$1.; 12 for \$3.50



Autumn Lights

AUTUMN LIGHTS

The embodiment of autumn are these rugged blossoms of coppery-bronze with a live, gleaming orange overcast. A hardy Arcticum Hybrid. 2-in. semi-double flowers, profuse from late Sept. on. Sturdy, compact, branchy plants, flowering from top to bottom. Healthy, dark green foliage. Height 2 ft.

50c each; 3 for \$1.35; 12 for \$5.

Chrysanthemum Specials

BRISTOL MASTERPIECES

Creations of Alex Cumming: Lavender Lady, Pale Moon, Mrs. Pierre S. du Pont III, Eugene A. Wander.

Group #306 4 Plants, 1 of each **\$1.75**
(value \$2.10) for only

SUNSET SHADES

Algonquin, Aut. Lights, Eugene Wander, Mrs. du Pont, Clara Curtis, Pohatcong, Burgundy, Manantico

Group #307 8 Plants, 1 of each **\$3.**
(value \$3.80) for only

ALL COLORS—ALL SEASON

Blooms from early August till freezing: VERY EARLY—Algonquin, Clara Curtis, Manantico, Pohatcong. EARLY MIDSEASON—Autumn Lights, Rose Glow, Sept. Bronze, Sept. Gold. LATE MID-SEASON—Burgundy, Lavender Lady, Milky Way, Mrs. du Pont III.

Group #308 12 Plants, 1 of each **\$4.50**
(value \$5.75) for only

Mrs. Pierre S. du Pont III



J. & P. HYBRIDS

Really Perennial

DAUNTLESS · lavender
Compact spike of lavender flowers. Blooms about two weeks later than Divine. Ideal border type, also excellent cut-flower variety. The plant grows about 4 ft. tall; and has many spikes.

DESIRABLE · deep violet
Distinctive violet-purple with white eye, which lends a pleasing note. Upright growth; well-balanced, wiry-stemmed spikes, resistant to wind and storms. The color holds. Height, 4½ ft.

DEBUTANTE · white
Clear, sparkling white—very effective when used either in a white garden or with other colors, where it gives dramatic interest. Tall spires, lovely by itself, too. Height, 4 ft.

DELIGHTFUL · blue
A heavenly flower, gay and bright. Definitely *all blue*—the deeper shades so hard to get and keep; here is the rare, real blue you have always wanted, and it will last! Height, 5 ft.

GIANT DOUBLE

Delphinium

LARGE
100% DOUBLE
FLORETS

© J. & P. CO.

In True Separate Colors and Guaranteed True to Name

"All-Out-At-Once" Spikes, Northern-Bred to
Live Year After Year—Plants You Can Set
Out and Know the Colors Will Come As Planned
—a New Standard in the Delphinium World.

A Gardenful
of Giant Delphinium

SPECIAL!

GROUP #302 6 plants,
1 of each
of the six Masterpieces on these
pages (value \$3.90) for only

GROUP #303 24 plants,
4 of each
of the colorful Six here shown
(value \$15.60) for only

All sent postpaid to your home
this spring at proper
planting-time.

A Real Achievement!

WHAT a thrill it is to make a grand planting of Giant Delphinium in perfect color harmony just as you planned it—all the colors coming true and every plant with double florets! These marvelous new varieties—a strain hybridized and developed here in the rigorous climate of northern New York State by the J. & P. Dept. of Plant Research—will do all you have longed to do with Giant Delphinium.

And that's not all—J. & P. Giant Hybrids are bred to be disease-resistant and wind-resistant, with spikes not easily blown down; in most localities you will find that they need not be staked. Truly northern—hardy, disease-resistant, uniform in growth, and really perennial in habit.

Were you near enough, you would be one of those who drive to Newark in Delphinium-time, to feast your soul on the towering spikes of 300,000 plants in a sea of color in our nurseries—all the lovely varieties on these two pages and the next page, together with the sub-debs of coming years. For 1943 you are invited to have a part in the debut of "Gayety" in your own garden next spring (see color picture on next page).

From the time-tested panorama of color in our fields last summer (an unusually favorable growing season), we have selected the splendidly developed plants for your garden next spring, ready to start right in and bloom again, and again. (A suggestion: if you want real specimen plants, prepare your ground as you would for your rose-beds.) Do plant Delphinium this spring!

Any of these 6 varieties, 65c each

3 of a variety, \$1.65; 12 of a variety, \$6.50;
25 of a variety, \$12.; 100 of a variety, \$45.

For Two Newcomers to this Great Strain, See
"Enchantment" and "Gayety" on next page

Page 37

DIVINE • rose-mauve
Lovely lavender warmed by
faint rose cast. In every way a
charming garden asset. Very
tall plant with wide-based py-
ramidal spike. Stately in habit,
vigorous in growth. 5 to 5½ ft.

EXQUISITE • lavender-blue
Superb, exceptionally large,
closely-set florets of a new
breath-taking color in soft, mel-
low tones of lavender-blue!
4 to 6 large spikes in June and
July, again in fall. 4 to 5 ft.

Modern Perennials

**TWO NEWER
GIANT**

Delphinium

The Sensational Performance of J. & P. Giant Northern Delphinium (pages 36-37) Prompted Creation of These Added Colors for Your Garden's Glory.

Gayety

© J. & P. CO.

GAYETY

Lovely cupped florets from its English forebear, Lady Eleanor, Britain's favorite—but spike habit and rugged, really perennial plant from its closer J. & P. ancestry. Long-lasting, all-out-at-once spikes. Sideshoots prolong bloom several weeks. Pink-lavender accented with outer blue petals. 5 ft. 75c each; 3 for \$2.; 12 for \$7.50

J. & P.
New
1943

ENCHANTMENT

Light Blue

Truly the realization of the hybridist's dream. Bears rugged, wiry, wind-resistant spikes, amass with closely set, all-double florets of true Delphinium light blue with white eyes. Blooms in June, again in fall. 4 ft. tall. Introduced in 1941. Will live long in your garden.

75c each; 3 for \$2.;
12 for \$7.50

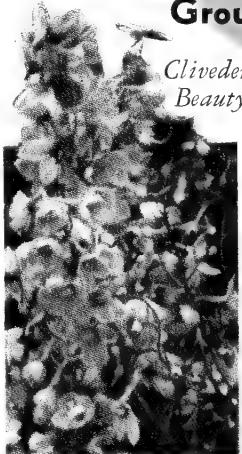
Giant Delphinium Specials

These two superb new J. & P. Giant Hybrid Delphinium, together with all six on pages 36 and 37.

Group #310 8 Plants, 1 of each (\$value \$5.40) for only... **\$4.50**

Group #311 24 Plants, 3 of each (\$value \$16.20) for only... **\$12.**

*Cliveden
Beauty*



CLIVEDEN BEAUTY

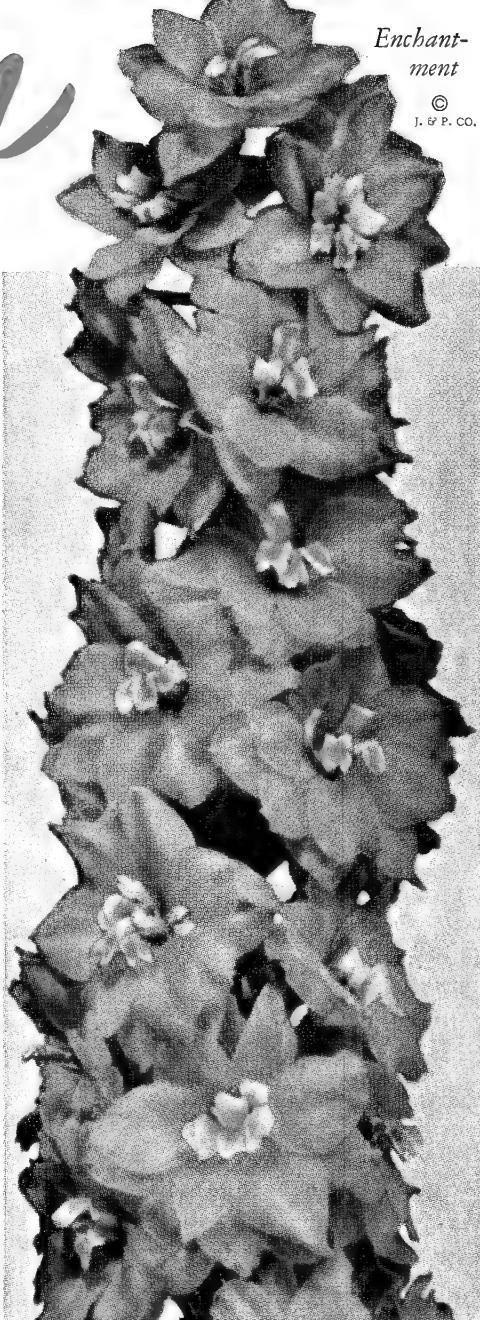
A wonder-worker in your garden. Belladonna type. A lovely shade of blue for a bit of heaven among your flowers. Excellent for cutting; airy for arrangements. 4 ft. 3 for \$1.; 12 for \$3.50.

VELVET BLUE CAVE

A J. & P. rich purple-blue Belladonna Delphinium with mildew-resistant dark green foliage; branching. Very free blooming. 4 ft. 3 for \$1.; 12 for \$3.50.

PINK SENSATION Delphinium

No more plants until 1944. (Pat. 324.) We regret we cannot meet the demand and shall have to ask you to wait till next winter to order. \$1. each.



© J. & P. CO.

*Harrington's
Adorable*



HARRINGTON'S ADORABLE

Novae Angliae All that its name implies! Deeper, clearer pink—an improvement over the original Harrington's Pink—rare fall color. Small, reddish, rosette-like buds. Clean foliage. Height 4 to 4½ ft. Blooms Sept. to frost.

Page 38 50c each; 3 for \$1.35; 12 for \$5.

Jackson & Perkins Co.

Enchant-
ment
©
J. & P. CO.

Michaelmas

MICHAELMAS DAISY—a charming name for a lovely, truly American flower—our native Fall Aster glorified and improved, and given an English accent. It took a trip to England for its infinite possibilities to be realized and to be given the new name. Can be relied on in good weather and bad, coming through storm and torrent as lovely as ever a twinkling after a downpour.

PINK PARTY

A drift of pink for your garden! A sight to behold, in bud or full bloom! Delicate apple-blossom-pink completely covering the lovely foliage for a long season, starting in mid-Sept. Unsurpassed; about 30 in. tall. New in 1942.

65c each; 3 for \$1.75;
12 for \$6.50

Strawberries and Cream

Masses of deep pink, softening in tint as blossoms open. 4 ft. 3 for \$1.10; 12 for \$4.

GAYBORDER BLUE

No. 1 blue Fall Aster for general use. Open, pleasing habit—grows to 5 ft. Large blooms; from mid-Sept.

3 for \$1.10; 12 for \$4.

PETUNIA (below)

Novae Belgae Prim, semi-double, glowing petunia-purple with golden yellow disc when fully open. Dense, neat, pyramidal. 3 ft. Mid-Sept. to frost.

50c each; 3 for \$1.35;
12 for \$5.



COREOPSIS . Golden Shower

Constantly covered with 1½-in., star-like, golden yellow flowers against bright green disease-resistant, slender, graceful foliage. In addition to the plant being so ornamental in itself, it provides constant color from June to frost. Non-fading. 24 in. tall. A 1942 introduction.

50c each; 3 for \$1.35; 12 for \$5.



Coreopsis, Golden Shower © J. & P. CO.

GYPSOPHILA . Baby's Breath

ROSY VEIL

Repens Lower-growing; forms heavy mat of double pink flowers. Blooms during June and July; few blooms in fall. About 18 in.

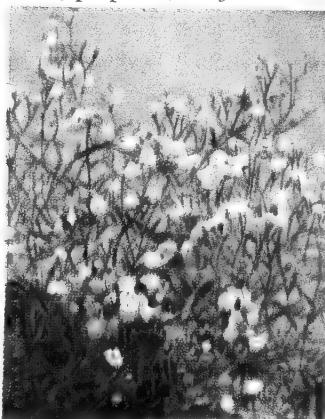
50c each; 3 for \$1.35; 12 for \$5.

BRISTOL FAIRY

Tall-growing, double white Baby's Breath—gives a lacy pattern in mass. Perfect for cutting. Blooms June—again in fall. Grows 20 to 24 in. high; same width.

50c each; 3 for \$1.35; 12 for \$5.

Gypsophila, Rosy Veil



Daisies or FALL ASTERS

FRIKARTI

Light blue-lavender, accentuated with a prominent yellow disc—the long-cherished "Wonder of Staefa." Hardy here. Blooms profusely and for an exceptionally long period—a mound of light blue from early August till frost. Perfect for cutting; 3 in. across. Does well in semi-shade but needs the sun for perfect development. 2½ ft. tall. Field grown. Most popular.

50c each; 3 for \$1.35; 12 for \$5.

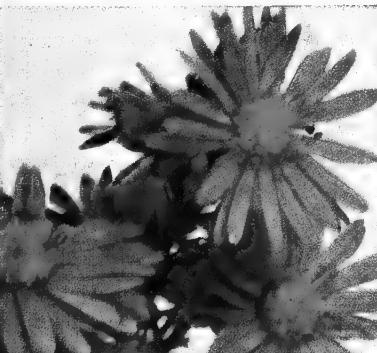
Frikarti



BLUE GOWN

Novae Belgae Delightful china-blue. Larger-flowered, taller growing, Climax form. Strong pyramidal branching growth, 4 to 4½ ft. Sept. 15 to frost. In color below.

60c each; 3 for \$1.60; 12 for \$6.



MOUNT EVEREST

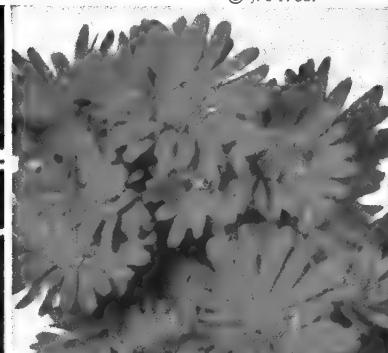
The supreme white, set off by lively golden stamens. Tall, well-shaped, pyramidal; flowering right down to ground. Ultimate height, 4 ft. Sept. 15 to frost. Picture below.

3 for \$1.10; 12 for \$4.

BEECHWOOD CHARM

Novae Belgae Deep rose-red tint, see below. Compact growth; smaller-flowered, massed blooming. Medium height, 3 to 3½ ft. Mid-Sept. to frost.

50c each; 3 for \$1.35; 12 for \$5.



Group #313
All 5 favorites in panel
at left, 1 of each.
5 Plants,
(value \$2.45)

Group #314
All 10 splendid Fall
Asters here listed,
1 of each.
10 Plants,
(value \$4.80)

HELIANTHUS . Coronation

The flower of Britain's coronation year, to honor her gracious King. Very popular for its beauty and significance. Double, golden-yellow, 4-in. perennial Sunflowers with anemone center. 4 to 5 ft. tall. Lovely in summer and fall.

50c each; 3 for \$1.35; 12 for \$5.



Helianthus,
Coronation

© J. & P. CO.

© J. & P. CO.

Pink Delight

HEUCHERA

"Fairy Flowers" indeed! Masses of Coral Bells with their brilliant-hued dainty bells in impressive spikes on long stems above evergreen foliage are invaluable in any garden planting. Always interesting, always attractive.

PINK DELIGHT

Charming new Heuchera with 24-in. sprays of dainty old-rose flowers; touch of white at base of florets. Very free-flowering, June and July. Delights everybody, both in garden and for airy bouquets.

50c each; 3 for \$1.35; 12 for \$5.

QUEEN OF HEARTS

Stunning, deep red Heuchera; much larger bells than older varieties. Dainty in flower arrangements; keeps well. Blooms from late spring into July. Height 18 in. Order both of these satisfying varieties.

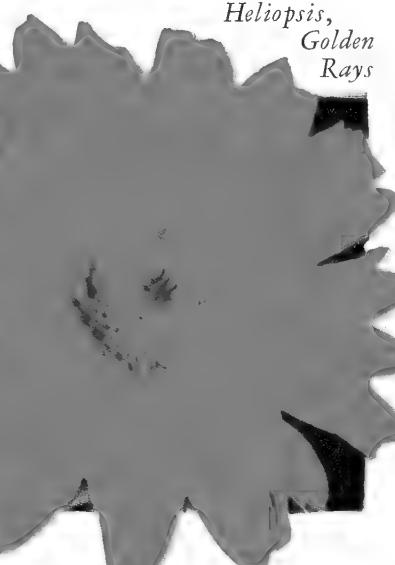
50c each; 3 for \$1.35; 12 for \$5.

Lythrum,
The
Beacon

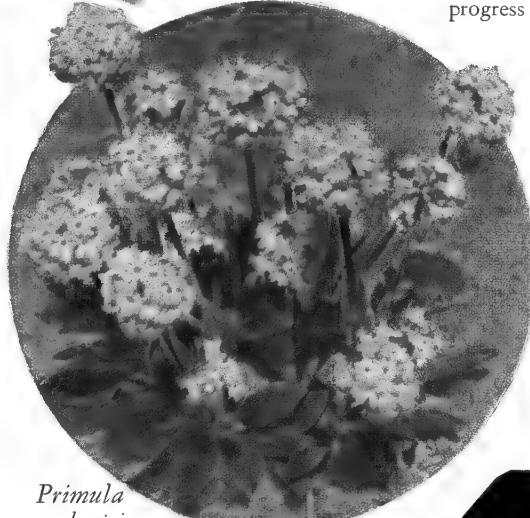
© J. & P. CO.

LYTHRUM . The Beacon

Salicaria For small borders or large mass planting, the long-lasting, clear deep carmine-red flowers on large spikes are truly a beacon that adds sparkle and interest to the garden; side spikes follow almost to the ground. Thrives equally in wet semi-shade and open, dry sun. Continuous, July to frost. 3½ to 4 ft. Award of Merit. 50c each; 3 for \$1.35; 12 for \$5.



Heliopsis,
Golden
Rays



Primula
cashmiriana

PYRETHRUM . Pink Bouquet

Here's a pert double Painted Daisy, one of the finest of those wonderful early summer flowers that have become so popular in recent years, with five to eight 4-in. blooms on a single stem! It reminds one of dainty Dresden China—a quaint, saucy figurine of the sort you instantly admire, just as you will Pink Bouquet. The outer petals are a deep rosy pink while the interesting centers have white masses of shorter petals. Unlike most Pyrethrums, the petals stand straight out and the stems upright in all weather, very clean-cut. Blooms come in May and last through June. Stems are 30 in. Just what you have wanted! 65c each; 3 for \$1.75; 12 for \$6.50

Preparation for Perennials

A good garden loam is best for perennials. Prepare hole large enough to easily take all roots. Spread roots, firm each plant well, and soak very thoroughly afterward. Leave crown of plant level with surrounding soil.

Plant tall plants like Delphiniums 18 to 24 inches apart. Medium plants 16 to 18 inches except wide spreaders like Heliopsis 18 to 20 inches. Low plants 15 to 18 inches. Dwarf plants and ground covers 8 to 10 inches. Use at least three of a kind for best effect.

PENTSTEMON . Cherry Glow

Now you can delight in lovely Pentstemons here in the North, without envying those who grow them in the South. Cherry Glow, a hybrid, will winter even in northern N. Y. Large, cheerful, bright cherry-red flowers on long 20-in. spikes, in great profusion from June till frost. Excellent for cutting. Protect in zero climes.

75c each; 3 for \$2.;
12 for \$7.50

PRIMULAS CASHMIRIANA

The earliest of Primroses in spring. Lovely globes of deep orchid-lavender florets on strong, erect 10- to 12-in. stems.

Exotic, interesting. Flowerheads progress slowly, blooming a long time. Prefers semi-shady, moist location.

60c each; 3 for \$1.60;
12 for \$6.

VERIS, COLOSSUS

Giant-Flowered Extra-large Primulas, many over 2 in. across, in early spring. A great range of colors, including lilacs, pinks, coppery reds, dark reds, yellows. Sturdy plants, lush foliage. Good in damp, shady spots. 3 for \$1.10; 12 for \$4.

Pyrethrum, Pink Bouquet



Pentstemon, Cherry Glow



PAGEANT OF HARDY

Phlox

GREAT masses of color and appealing spicy fragrance in late summer and fall! With graceful ease *Phlox decussata* beautifies every part of the border or garden. Why be content with less than the greater glory of these new, improved varieties introduced by J. & P., all with flower-heads as large as the picture of Fairy King at right?

SAN ANTONIO

Immense heads of deep, non-fading blood-red florets; always fine in color. A shaded red so striking that it is dominant in any planting. Good robust growth always. 2½ to 3 ft. 75c each; 3 for \$2.; 12 for \$7.50

1943
New

HARVEST FIRE

Mammoth salmon-orange heads, branching from bottom; large florets, 1½ to 2 in. Clean, healthy foliage. Long bloomer. 30 in.

50c each; 3 for \$1.35; 12 for \$5.

PROGRESS

A superb new color—handsome light blue, deeper purple-blue eyes. Large heads. Shades vary slightly with moisture and soils. Rich dark leaves. 2½ ft.

75c each; 3 for \$2.; 12 for \$7.50.

MIKADO

Deep violet, 1½- to 2-in. florets, large distinct white eye. Excellent foliage. One of the most striking colors in the Phlox family. 18-24 in.

50c each; 3 for \$1.35; 12 for \$5.

FAIRY KING

A heavenly soft lavender! Large, shapely, rounded heads invite unbound admiration. Dark green foliage arranged firmly on stem. Unusually resistant to Phlox ills. 2 ft.

75c each; 3 for \$2.; 12 for \$7.50

SALMON BEAUTY

Rich salmon-pink contrasting with large white eye. Soft in tone; positive in effect. Lovely large florets 1½- to 2-in. Reaches 30 in.

50c each; 3 for \$1.35; 12 for \$5.

APPLE BLOSSOM

Soft, apple-blossom-pink; 2- to 2½-in. florets. Pyramidal flower-heads; side spikes follow freely. Disease-resistant foliage. 2½-3 ft.

50c each; 3 for \$1.35; 12 for \$5.

BLUE BOY

Best deep blue Phlox, marvelous at dusk. Free bloomer; florets 1½ to 2 in. Large flower-heads. Growth low, bushy. Average height, 24 in.

50c each; 3 for \$1.35; 12 for \$5.

The Best Older Varieties

Albert Leo Schlageter Brilliant scarlet-red.
B. Comte French purple.
Count Zeppelin White; red eye.
Daily Sketch Large, light salmon-pink; crimson eye.
George Stipp Salmon.
Mrs. Harding Glowing salmon.
Painted Lady Peach-pink with deeper eye.
Snowcap White.
Tigress Orange-scarlet.

Your Choice of Above
3 for 65c; 6 for \$1.25;
25 for \$3.75

Rainbow

ALL SIX PICTURED

Fairy King, Harvest Fire, Salmon Beauty, Mikado, Apple Blossom and Blue Boy.

Group #334

6 Plants, 1 of each

(value \$3.25)

All Eight Newer Phlox Above

Group #335

8 Plants, 1 of each

(value \$4.75)

All Seventeen Listed

The eight newer Phlox above and the nine older favorites at left.

Group #336

17 Plants, 1 of each

(value \$6.70)

5

.50

At right above: Harvest Fire, Salmon Beauty

Below: Mikado, Apple Blossom, Blue Boy

© J. & P. CO.

Fairy King
(life size)





Snowbank

Esther
Reed

Chiffon
Zinnia-
Flowered

Favorite

Shasta Daisies

SHASTA DAISIES, the best easy-to-grow plants for achieving the increasingly popular white effect in spring and summer gardens. Your plantings will take on a new charm with "dressed-in-white" areas of these MODERN Shasta Daisies developed from Burbank's world-famous original.

Here are Shastas for a summer snowbank effect, for a taller background, for a prim-flowered mass effect, for a dainty airy tone, and a fully double everblooming variety for borders. Each type is generously prolific and gives abundant display and ample cut-flowers.

SNOWBANK

You create an all-summer effect of a bank of snow with this important new single-flowered white Shasta. Large 4-in. flowers with waxy, snow-white petals and small, clean yellow centers. Blooms all summer, but most profusely in early summer and in August. Height, 15 to 18 in. Excellent for beds and borders—see picture at top of page.

50c each, 3 for \$1.35; 12 for \$5.

ESTHER REED

The Shasta Daisy with chrysanthemum-like, pure white, completely double flowers on upright 18-in. stems. An excellent border plant with rich dark green foliage, perpetually in bloom from June to October; long-lasting flowers invaluable for cutting. Truly hardy, surviving easily in northern New York. Easy to grow and has continuous charm. Enjoys being divided every two years.

75c each; 3 for \$2.; 12 for \$7.50

CHIFFON

Always in bloom, the exquisitely fluted and lacy petals of Chiffon are indescribably dainty and beautiful. Three-inch flowers effectively set off by a yellow center. Flaring, frilly, delightfully picturesque, either alone or in combination with other flowers, both in the garden and in bouquets. Height, 12 to 18 in. After spring mass display, flowers appear all summer.

50c each; 3 for \$1.35; 12 for \$5.

ZINNIA-FLOWERED

These prim, zinnia-like, 4 to 4½-in. Shastas make an interesting plot in any garden. Many rows of pure white, broad, blunt, overlapping petals, hiding center at early stages, later folding back to display bright golden yellow. Prolific in early June; repeats later. Best semi-double. Interesting to grow. Excellent for cutting—very decorative. Height, 18 to 24 in.

50c each; 3 for \$1.35; 12 for \$5.

FAVORITE

Tall growth, extra-large flowers, and grace of form combine to make this Shasta Daisy a real favorite. The 5-in. flowers, with overlapping, stiff, pure-white petals, are produced in great profusion in June and July, with constant flowers throughout the season. Full, clear yellow center. Height, 2½ to 3 ft. Long-lasting; ideal for taller borders, and for beds.

50c each; 3 for \$1.35; 12 for \$5.

White Shastas for Beauty
All Five Lovely Shasta Daisies on This Page

Group #323 5 Plants, 1 of each
(value \$2.75), for

For Greater White Effect Try This Larger Group

Group #324 15 Plants, 3 of each
(value \$8.25), for

The Mass Whites
For borders and cutting: Snowbank, Zinnia-Flowered and Favorite.

Group #325
12 Plants, 4 of each
(value \$6.)

The Border Whites
Excellent both in the garden and for cutting: Chiffon, Esther Reed.

Group #326
12 Plants, 6 of each
(value \$7.50)

5.75

Trollius,
Sussex Queen**RUDBECKIA, The King**

Regally it bears its large, deep crimson-red flowers, bringing new life and color wherever you plant it. From half-open flower to the full-bloom stage of orange-brown seed-cone with its perimeter of straight red petals, it is always attractive. The petals never fold back; the stems remain majestically stiff. Graceful; long-lasting both in the garden and in bouquets for which The King is ideal. Blooms profusely June to Sept. Grows 4½ ft. high.

60c each; 3 for \$1.60; 12 for \$6.

(For new White Rudbeckia see next page.)

Rudbeckia,
The King

Scabiosa, Blue Lady

© J. & P. CO.

TROLLIUS, Sussex Queen

A truly fascinating new golden yellow Trollius of the improved Ledebouri type—an improved form of Golden Queen from Ernest Padham of Sussex, England. The two rows of petals, instead of staying cupped as in other types, flatten out gracefully and effectively, making a beautiful picture with their very interesting stamens, strong filaments, rich-colored anthers. Blooms from end of May into July. Does well in sun and really thrives in semi-shade. Will gracefully beautify your garden. Height 3 to 4 ft.

65c each; 3 for \$1.65; 12 for \$6.50

**SCABIOSA, Blue Lady**

New and indeed exquisite! The first hardy and much-sought-for Perennial American Hybrid Scabiosa available in this country in a named plant, true in color, type and habit—a superb J. & P. introduction. The ray petals of the beautiful 3-in. slightly cupped azure-blue flowers are perfectly formed and charmingly frilled. The inside florets send out first a dainty pink-tipped stamen and later blue shaded pistils, soon filling the entire center with the same shade of color as the outer petals—a lovely effect. Flowering spike about 2 ft. tall rises from an artistic rosette of large leaves. Flowers appear in series and if kept cut, continue in bloom all season. Long-lasting both in the garden and as cut-flowers. Splendid for color-spots and borders—a must for the cut-flower garden.

65c each; 3 for \$1.65; 12 for \$6.50

©
J. & P.
CO.Dwarf Tritoma,
Galpini**Sensational New J. & P. HARDY TRITOMAS***Now You Can Have These Brilliant Spires
Without Need of Lifting for Winter Protection*

You can achieve entirely new artistic effects both in color and garden layout with these truly hardy new J. & P. Perennial Tritomas. Colors are distinct and true—not sharp but strong and decided—and produce glorious harmony and contrast. Especially bred for hardiness, they have lived through winter after winter in our fields in the cold of northern New York. The graceful lanceolate foliage from 15 to 18 in. high is attractive all season long. The first bloom is heavy with flowers continuously from late June to September, often as many as 15 to 20 to a plant during the season. Hardy in any position, but prefer not to have wet feet in winter. Single plants make ideal spots of color and the mass effect of clumps is truly brilliant. The 30-in. stems, producing 8-in. spikes of gorgeous color, bring to your garden the invaluable but hitherto almost-impossible-to-achieve architectural straight-line effect. Plant these hardy new J. & P. Perennial Tritomas plentifully this season—they'll delight you for years! All are similar to Comet illustrated below, and the four together make a lovely color display.

GOLDEN PRIDE

Deep golden-yellow—attractive always. A J. & P. introduction. One clump often has 15 to 20 8-in. spikes during season from late June to Sept. 30 in.

60c each; 3 for \$1.60; 12 for \$6.

COMET

Reddest of these hardy Tritomas, truly a "comet." Introduced by J. & P. Bears beautifully brilliant 8-in. spikes from July to Sept. Always intriguing. 30 in.

60c each; 3 for \$1.60; 12 for \$6.

APRICOT PRIDE

Huge 8-in., yellow spikes richly overcast with intense apricot glow; never faded. A J. & P. introduction. Blooms from late June to Sept. 30 in. stems.

60c each; 3 for \$1.60; 12 for \$6.

ORANGE PRIDE

Well worth a favorite spot in your garden. 8-in. spikes; rich overlay of bright orange. Ornamental. Introduced by J. & P. Blooms from late June to Sept. 30 in. tall.

60c each; 3 for \$1.60; 12 for \$6.

Hardy Tritoma
Comet
© J. & P. CO.**Group #327**

Golden Pride, Comet,
Apricot Pride, Orange Pride.
4 plants, 1 of each
(value \$2.40)

Group #328

12 plants, 3 of each above
(value \$7.20) 85

**NEW DWARF TRITOMA,
Galpini**

A graceful dwarf species recently introduced by us. Slender, 24- to 30-in. stems; dainty 4- to 6-in. spikes of salmon-saffron; profuse July to Oct. Sun or partial shade.

60c each; 3 for \$1.60; 12 for \$6.



Rudbeckia, White Lustre

J. & P. Perennials

RUDBECKIA, White Lustre

Gloriously crowned by a mass of unusually large white flowers, with contrasting giant-size, golden-mahogany cones—a very hardy, interesting and different new plant anyone can grow, anywhere. Lavishly produces long, sturdy-stemmed flowers, ideal for cutting. Petals first grow upward, then straight out, daisy-like, for several days and finally, as the huge cones start to develop, bend gracefully downward remaining attractive without discoloring for several weeks. Stiff flower stems resist heavy rains and winds. Healthy, dark-green foliage. Very hardy; winters perfectly; seldom bothered with disease. Makes wonderful beds and borders. Compact bushy plant, 2½ ft. high.



75c each; 3 for \$2.; 12 for \$7.50

DWARF POLYGONUM, Reynoutria

One of the finest ground-covers, interesting all year—an Oriental specimen improved by Amos Perry, great English plantsman. This low-growing variety, recently introduced by J. & P., is particularly useful and attractive. The plant is firm-looking, establishes itself well in poor or rich soil with very few underground runners. Yellow-green foliage turns brilliant red in fall. Thrives best in full sunlight; hovers 4 to 8 in. from soil. Blooms in fall—fragrant, airy pink sprays similar to Silver Lace Vine; deep-red buds. You will be highly enthusiastic over the way it will beautify even the "problem" parts of your grounds.

50c each; 3 for \$1.35; 12 for \$5.

VERBASCUM, Pink Domino

A lovely rose-pink delightfully refined form of the well-known yellow Verbascum or Mullein which enjoys such rugged growth along the roadsides. The upright, picturesque, branching flower spikes reach 4 ft. in height. One of the most effective pink background plantings you can find anywhere. It will give you a consistent show of beautiful color during its entire blooming period of late August and September.

©
J. & P. CO.

Verbascum
Pink Domino

60c each; 3 for \$1.60;
12 for \$6.

Vinca minor, Bowles



VINCA MINOR, Bowles

With repeating blooms of Alice-blue flowers, far superior to the old-fashioned *Vinca minor*. Foliage always clean; never rusts or turns brown. Most satisfactory of flowering ground-cover plants; excellent for banks, under trees, other shady or unsightly spots. Plant 8 inches apart.

3 for 75c; 10 for \$2.; 100 for \$18.



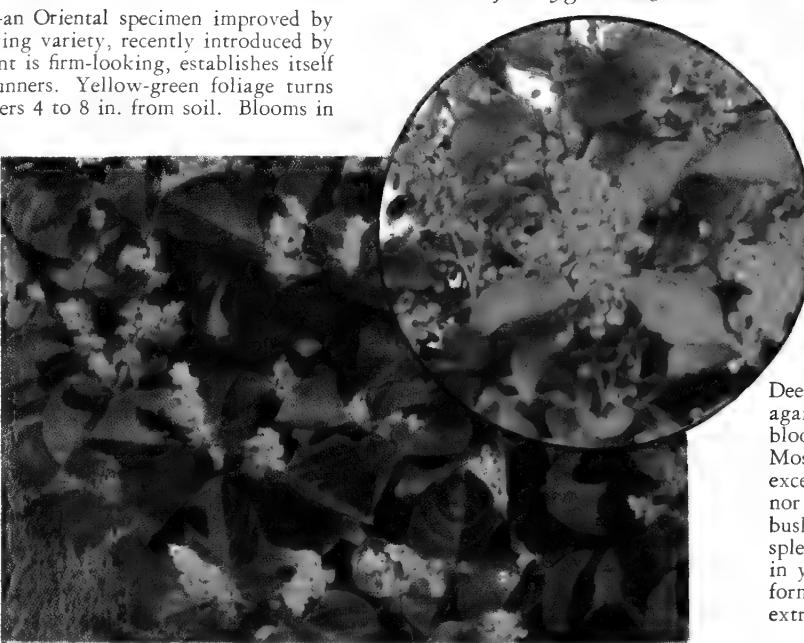
Stokesia, Lavender Queen

STOKESIA, Lavender Queen

Mammoth form of old-fashioned Stokes Aster, 4-5 in. across. The double flowers, silvery-blue suffused lilac-blue at center, are very effective both in the garden and in vases. 18-24 in. tall. Vigorous, bushy growth, stands heat. Never without a profusion of beautiful blooms all summer and fall. Fine for cut-flower arrangements. Excellent for any border. Very hardy and very easy to grow. Truly an Aster of fine quality and delightful color that will give you the utmost satisfaction.

50c each; 3 for \$1.35;
12 for \$5.

Dwarf Polygonum (ground-cover)



© J. & P. CO.

VERONICA, Blue Spire

Deep blue. Blooms in early summer, again later if cut off after first bloom. An improved *V. subsessilis*. Most satisfactory. 24 in. tall—excellent border plant neither sun nor dry weather will harm. Clean, bushy, upright. Don't overlook the splendid possibilities of this variety in your border plantings, both for form and for rich color. You'll find extra satisfaction in its hardiness.

3 for \$1.10; 12 for \$4.

VIOLET, Royal Robe

A new and highly prolific variety of special merit, with extra-large flowers of deep rich color; real Violet fragrance. The graceful blossoms open out flat like a Pansy or Viola. Unusually long stems. Specially desirable for boutonnieres, corsages and arrangements. Sturdy foliage. Blooms freely. A few plants will furnish great quantities of fragrant and colorful bloom in the early spring, also in fall. Plant in semi-shady spots or under taller shrubs. In winter we protect with leaves or straw.

65c each; 3 for \$1.65;
12 for \$6.50

Violet,
Royal Robe



VIOLA Double Russian

An exquisite double old-fashioned Violet with an unusually sweet fragrance. It is hardy anywhere and can be effectively placed wherever a low, colorful purple and rich green foliage are needed. Very easy to grow. Excellent for semi-shady places. Produces an abundance of lovely flowers. Always in bloom, May to Oct.

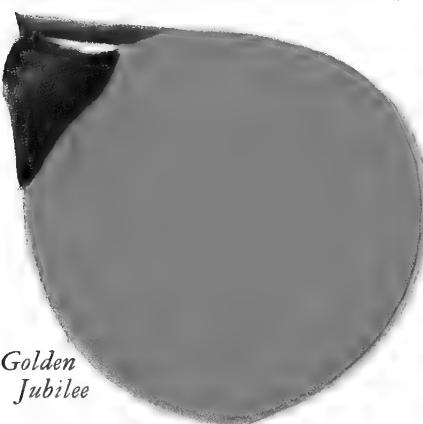
3 for \$1.10; 12 for \$4.

J. & P. FRUITS for Your Victory Garden

ALWAYS popular with American gardeners, the spirit of the times has added new interest to planting various fruit trees and vines in home gardens, and as ornamental features. The Victory Garden program fostered by the U. S. Department of Agriculture has stressed the advantages of growing these fruits which mean not only monetary savings to the gardener but also produce the most delicious tree-ripened fruits which cannot be bought at the markets.

Devoting more attention to gardening is patriotic service to the nation. In making these selections we have been guided not only by the merit of each variety as a worthy producer of a delicious, useful crop but also to have a graceful growth that will harmonize with the home grounds.

Prices include safe, expert packing; sent express charges collect



Pick your own Peaches—soft, juicy and "dead-ripe"—then you'll know what real Peach flavor is!

PEACHES Beautiful in blossom time—Lavish with luscious fruit

One of the most desirable of fruits. Trees of graceful, pleasing shape at home in the garden, lawn, or almost any spot in the home grounds.

Golden Jubilee Ripens in Aug. Sweet, golden yellow flesh. Best early yellow. Flushed with red. Freestone; distinct, long shape. Hardy, fertile.

Elberta Ripens around mid-Sept. Large, solid, freestone. Flavorful yellow flesh; canning favorite.

Hale Haven Freestone, bearing Sept. 1. Large, roundish fruit, flesh and skin yellow, blushed red. Sweet flavor. Heavy producer; bears young.

Belle of Georgia A beautiful white-fleshed freestone; yellow skin, red blush. Ripens around Sept. 1. Vigorous, productive. Very sweet, juicy, flavorful.

Large, 1-yr., 4- to 5-ft. trees, any of above varieties: \$1. each; any 3 for \$2.50.

Now You Can Grow Chestnuts!

Blight-resistant Chestnut Trees

Only two years from this fall, right in your own grounds, you can pick big, fat, tasty Chestnuts from the trees you plant this spring! Remember gathering Chestnuts in the good old days—haven't you felt sorry for your children because they couldn't? The devastating blight that stripped our forests of the native Chestnut was an American tragedy! Now these hardy, blight-resistant Chestnut trees will bring them back. More than that, you need not wait 15 to 20 years for nuts—they'll bear year after next!

This treasure has been years in the making, thoroughly tested for definite blight-resistance. Of sturdy Chinese stock, the trees are quick and prolific bearers, usually produce 3 sweet, full-flavored nuts to a burr—delicious as the old native American, a little larger-sized. They are hardy in the same general areas.

Considered the most productive nut tree grown in northern latitudes! Does better in poor soil than any other nut, but responds splendidly to fertilizer. Thrives in acid soils and at home in alkaline soil; does not like "wet feet." Even likes wind-swept location. Brings utility, beauty, interest with its rich green color and attractive, glossy leaves. Free-growing; graceful, low-sweeping branches; when mature, of medium size.

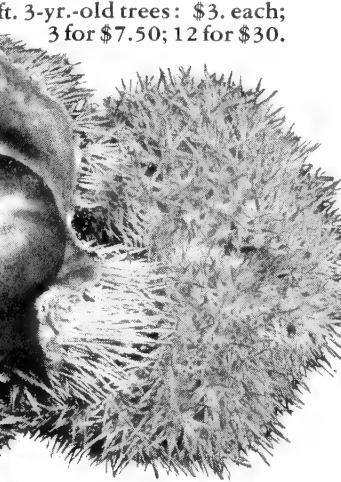
An ornamental investment that will continue to repay you for years and years. From about Sept. 15 each year, you'll reap a royal harvest of big, shiny, taste-tempting Chestnuts for eating raw, for roasting, for Chestnut stuffing in the Thanksgiving turkey. No waiting—you get your first harvest two years after planting. Plant a few of these superb, blight-resistant Chestnut Trees in your yard—a dozen or more on your estate—they're wonderful!

Sturdy 4- to 6-ft. 3-yr.-old trees: \$3. each; 3 for \$7.50; 12 for \$30.

Look at the Nuts on this young tree!



Big, fat Chestnuts in giant burrs like this



1/2 life size

SWEET CHERRIES

Beautiful in full bloom. Ornamental in any planting, and generous in tasty fruit for eating and canning.

Black Tartarian Large, heart-shaped. Vigorous upright tree. Heavy crop in June. Luscious, sugary. Best for eating.

Napoleon Really choice, one of the tastiest. Yellow and amber, red blush. Firm, juicy, very sweet. A quick, heavy producer. Large—a special treat for table and canning.

Windsor Hardy, prolific. Very large, dark red, almost black; solid, meaty flesh; alluring taste. July. Unsurpassed for eating, canning.

2-year-old, 5- to 7-ft. trees: \$2. each; any 3 for \$5.



Black Tartarian

SOUR CHERRIES To enjoy large, super-size Cherries from your own trees for tastiest pies, tarts and canned fruits, plant these sour varieties.

Montmorency Firm-fleshed; **Early Richmond** Delightful fresh, tart flavor—real "cherry-eating when real ripe. One of the best you can get for pies.

2-yr.-old, 5- to 7-ft. trees, either of above: \$1.50 each; any 3 for \$3.75



Stanley Prune

HARDY PLUMS

One tree will yield up to 200 quarts of fine-flavored fruits; a lovely sight in full bloom, also when laden with Plums. Shapely ornamental growth. Delicious to eat, most desirable for jelly, Plum-butter, preserves.

Stanley Prune Never winter-kills, often bears within 3 years from planting. Ripens 10 days earlier than others. Large, firm, juicy, sweet bluish-purple fruits.

Burbank Vigorous, heavy-bearing. Large rich-flavored. Excellent quality, very small pits. Ripe in Sept., early Oct.

Lombard Late in Aug. Beautiful violet-red fruit of excellent texture. Hardy, prolific. A splendid Plum.

2-yr.-old, 5- to 6-ft. extra-heavy trees, any of above: \$1.50 each; any 3 for \$3.75

RASPBERRIES

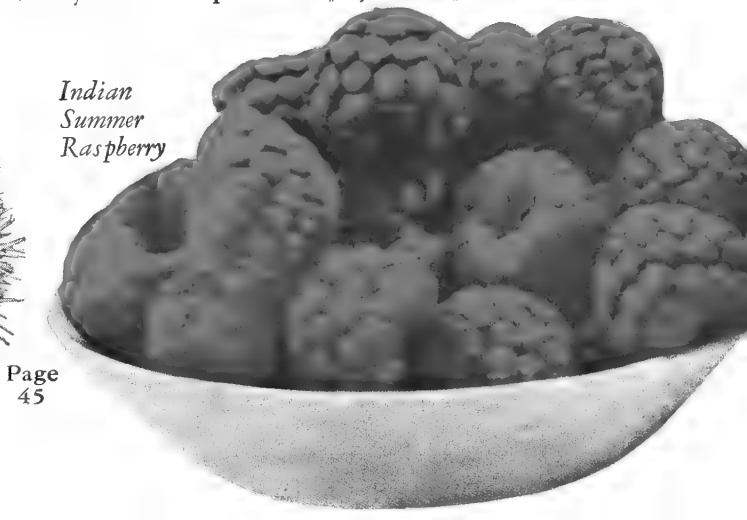
Strong, 2-year, field-grown stock for an abundance of luscious berries beginning the very next year after planting. You enjoy them most when you grow your own. To eat out of hand, for the table, for jellies, jams, preserves, these varieties will delight you.

Indian Summer New Everbearing Red First crop in June; second crop starts in Sept., continuing till stopped by freezing. Vigorous, hardy, bears heavily. Finest and most delicious everbearing red Raspberry. 6 plants for \$1.50; 12 for \$2.50.

Latham Red Enormous crops from late June till mid-July. Delicious fresh or canned. 6 plants for \$1.25; 12 for \$2.25.

Golden Queen Creamy to whitish berries; fine flavor. Ideal for immediate eating. Late June. 6 for \$1.50; 12 for \$2.50.

Cumberland Black Vigorous, healthy plants. Remarkably firm berries, sometimes $\frac{1}{8}$ in. in diameter. Largest black, prolific, wonderfully flavored. 6 plants for \$1.; 12 for \$1.75.



Indian Summer Raspberry



The little girl is three; the McIntosh Red Dwarf Apple Tree was planted the year she was born. Even the first year after planting it bloomed as at right and bore a generous number of Apples.

Have Large, Luscious Apples in Your Yard in Just One Year!

What could be so satisfying as eating your own Apples fresh from your own yard? A bowl of big, rosy, tree-ripened McIntosh or Delicious from your own midget trees has an appeal money cannot buy.

May Be Planted Anywhere

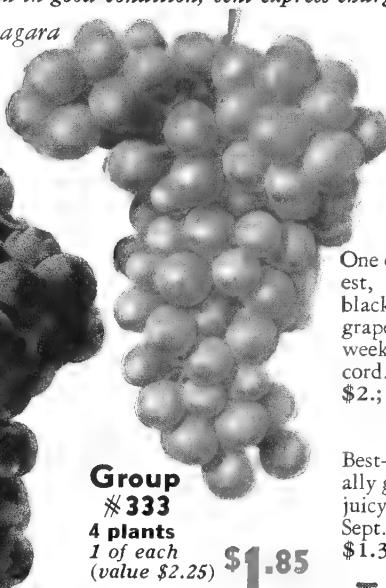
Planted in the border, they do not interfere with the growth of flowers right up to and around them, and may be planted as close as 6 ft. apart. Use J. & P. Dwarf Apple Trees in pairs at a gate or entrance, or in corners, borders, or against fences and walls, or among your shrubs. In a miniature orchard they are best spaced about 10 x 10 ft.

A Horticultural Triumph!

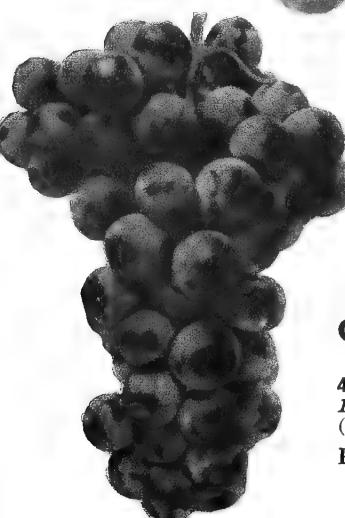
For hundreds of years orchardists have tried to do it. J. & P. Dwarf Apple Trees are grown from buds of our finest full-size American varieties grafted on a special root-stock (known to pomologists as Malling IX) originated in England. The root-stock makes the miracle—the trees stay dwarf, the Apples ripen 2 weeks earlier, and they start right in to bloom and bear the very next year. These trees are both dwarf and longer-lived than those heretofore known as dwarf; they will be living companions to your children or grandchildren.

Fruit Tree prices include safe, expert packing, guaranteed to reach you in good condition; sent express charges collect.

Niagara



Fredonia



Group
#333

4 plants
1 of each
(value \$2.25)

\$1.85

Page 46

NEW J. & P. *Dwarf* Dwarf Apple Trees

NEWLY PERFECTED—now you can plant Apple Trees in even the smallest garden plot and enjoy them all your life, without ever crowding out your Roses, Perennials, or other flowers and vegetables! Think of these midget trees that will give a crop of large, luscious Apples next year. We have found individual trees with over 500 blossoms the year after planting and bearing more than 20 pounds of Apples. By the time they are four years old, they are in full bearing.

What could be so satisfying as eating your own Apples fresh from your own yard? A bowl of big, rosy, tree-ripened McIntosh or Delicious from your own midget trees has an appeal money cannot buy. In addition to their handsome appearance and luscious fruit, J. & P. Dwarf Apple Trees are almost a complete nature-study course for the children, and of never-ending interest to every member of the family.

© J. & P. CO.

Beautiful and Fragrant Flowering Trees in Spring

In spring every branch is covered with lovely, fragrant blossoms as exquisite as Flowering Crab—so profuse they are a garden decoration in themselves. Flowers, foliage, fruit and graceful shape so distinct from ordinary ornamental plantings, all make J. & P. Dwarf Apple Trees ideal.

Luscious
Large
Apples
Like
This



Nine Favorite Kinds—Dwarf Dwarf Apple Trees

Wealthy

Ripe in late Aug.

Cortland

Red Delicious

Yellow Delicious

Jonathan

Early McIntosh

Ripe in August

McIntosh Red

Ripe in late Sept.

Cox's Orange Pippin

Northern Spy

\$2 EACH
ANY 3
FOR \$5

All are 3- to 4-ft. 2-yr.-old
nursery-grown trees

GRAPES

Always a favorite with gardeners. These finest grade No. 1 plants bear very well every year; some bunches may be expected the year after planting. Fine for fences, pergolas, arbors, etc. You can choose red, white and blue varieties for patriotic arrangements in fruit bowls, etc.

FREDONIA

One of the largest, sweetest, finest. Rich blue-black; superb flavor for grape-juice, jellies. 3 weeks earlier than Concord. 75c each; 3 for \$2.; 12 for \$7.50.

CONCORD

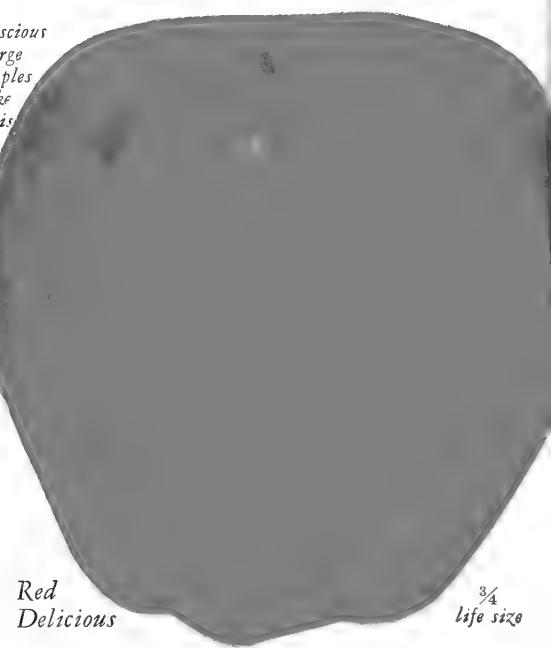
Best-known, most generally grown. Large, sweet, juicy, blue-black. Mid-Sept. 50c each; 3 for \$1.35; 12 for \$5.

NIAGARA

The finest and most popular white Grape and a hardy, vigorous grower. Sweet, luscious, amber-white. Ripens in mid-Sept. 50c each; 3 for \$1.35; 12 for \$5.

CATAWBA

The big red Grape with the rich spicy flavor. Long, large, broad clusters. 50c each; 3 for \$1.35; 12 for \$5.



DWARF PEAR TREES

Like the Dwarf Apple Trees, these Dwarf Pear Trees may be used in the landscape planting or lawn, wherever you would use a flowering tree—decorative in shape, beautiful both in bloom and in fruit. They bear full-size top-quality fruit and grow less than half as tall as standard-size trees, producing a splendid crop even the second year after planting. Be sure to include Pears in your plantings. All of these are tested and proved varieties that will give you complete satisfaction. We supply 2-year, finest quality 3- to 4-ft. nursery-grown trees.

Bartlett Luscious, yellow fruit with beautiful red blush. Excellent quality. Most popular. Ripens in Sept. (or late Aug.)

Flemish Beauty Extra-large, choice fruit, juicy, aromatic, rich and sweet. Yellow with dull russet overlay. Ripens Sept.-Oct.

Seckel Sweet, juicy, full flavored. Pears smaller but very abundant; yellowish russet with red cheek. Good to eat, pickle, preserve.

Clapp's Favorite Extra hardy; early; especially tasty. Clear yellow, red blush. Ripens in Aug. Lives up to its name.

Any of the above: \$2. each; any 3 for \$5.

Jackson & Perkins Co.

ROSES

Every home, whether on smallest city lot or large estate, has a plot or plots where Modern Roses can be enjoyed.

for Every Garden

HYBRID TEAS

for beds along walks or drives, beds set into the lawn, formal gardens, cutting gardens, etc.

FLORIBUNDAS

for all the uses of Hybrid Teas, also for mass display, accent in shrubbery, borders, etc.

CLIMBERS

train over archways, doorways, arbors, posts, fences, walls, buildings, etc.

**The J. & P.
Motto—**

Everblooming, the Modern Hybrid Tea Roses are the most popular of all flowers. There is no greater thrill than to cut from your own Rose garden exquisite, perfect blooms like those in the florists' windows and at the Rose Shows. New thousands every year learn how simple it is to plant and care for Modern Roses. See pages 5 to 19.

Hybrid Tea Roses should be planted in rows 18 in. apart, spaced at about 16-in. intervals in row. In the South and Far West planting distances should be somewhat greater.

Be sure to include these marvelous new Roses—the hardy, everblooming race that has inspired the Floribunda vogue all over America. Their profuse clusters of Hybrid-Tea-size flowers create outstanding massed color effects and are equally suited for shrubbery plantings, borders and beds. Many gardeners secure very striking effects in groups of 3 to 5 or more of a variety in shrub borders or special beds. There are interesting suggestions for uses on page 22.

Because of their dense foliage and bushiness, plant Floribundas 18 in. or more apart.

There are few flowering vines that can be as beautiful as Modern Climbing Roses—few that grow as fast or are as permanent, or have the height, spread and bushiness. For wealth and continuity of colorful bloom, none can equal the lovely Everblooming Climbing Roses. Even a single plant will produce hundreds of gorgeous double blooms. Climbing Roses create spectacular decorative effects, and are ideal screens for privacy or to cover unsightly spots. We suggest you turn to pages 27 to 31, and we know your order will include J. & P. Modern Climbers to plant this spring.

ONLY ONE GRADE—The Finest

EXPERIENCED gardeners recognize true values and fair prices. The continuing and abundant harvest of J. & P. Modern Roses from June to October quickly demonstrates the futility of the small savings through lower prices for inferior grades. J. & P. Modern Rose plants are more than "No. 1 grade" and "2-yr.-old"—they are the finest that modern horticultural skill has been able to produce—superior in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom. They are full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease.

J. & P. Modern Perennials, Fruits, Shrubs and Trees are of the same high quality, all backed by the J. & P. Guarantee.

Sixty-Eight Years of Service

Our extensive trade requires the operation of nurseries from the Atlantic to the Pacific using the most modern scientific methods and equipment. Experimental greenhouses are also maintained in Newark, so our plant research and hybridizing activities may continue without interruption every month of the year.

All Roses and Perennials

sent Prepaid

Every price in this book includes the most expert packing and transportation paid to your address when remittance in full accompanies order, except Tree Roses on page 26 and Trees on pages 45 and 46. (C.O.D. shipments are transportation collect.)

**We Do Not Ship Perennials
West of Denver**

TERMS—Please send full remittance with order. If you wish a charge account with us, please give bank and 3 other references.

C.O.D. Orders—If you wish C.O.D. shipment send remittance of 10% with order, or \$1. on order for less than \$10. Your plants will be sent parcel post or express; balance due, C.O.D. fee and transportation, collect.

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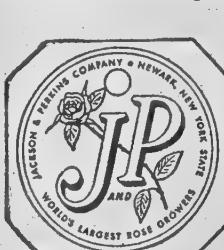
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SYMBOL OF OUR GUARANTEE

Every Modern Rose plant you receive from us bears a waterproof identification label (see at left), symbol of guarantee on page 3—that your plants will be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease, and will reach you in perfect condition.

J. & P. Perennials, Fruits, etc., must meet the same exacting standards as J. & P. Modern Roses and are backed by the J. & P. Guarantee of Quality and Satisfaction.

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It Is Easy to Plant and Care for MODERN ROSES

WITH every order we include the complete, illustrated, brief J. & P. "Guide to Successful Rose Gardening" that tells how to plant and care for Modern Roses every month of the year, including preparation of soil, pruning and winter protection—even a diagram showing where and how to cut the blooms for bouquets. Prepared under the direction of Eugene S. Boerner, head of the J. & P. Dept. of Plant Research, in collaboration with the well-known horticultural artist and gardening authority, Henry B. Aul.

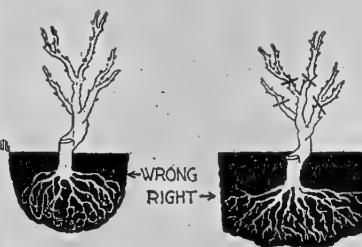
Both Hybrid Teas and Floribundas are everblooming, from June till frost, and may be planted along walks or drives or in symmetrical beds arranged at some vantage point in the lawn, as well as in formal gardens and gardens devoted exclusively to Roses. Varieties may be selected according to their individual plant habit, for a height of from 18 to 30 in. or more. With even little care they should live for years and bloom abundantly.

The new Floribunda Roses have many additional uses, including planting in with shrubbery and evergreens, in borders with perennials, etc.

Modern Climbing Roses have unlimited possibilities for providing a wealth of color and fragrance in any plot, from the smallest front lawn or backyard to the largest estate—on fences, pergolas, arbors, pillars, trellises, porches, walls, garages and other buildings.

Rose Plants in Pots, 20% Extra

Our air-conditioned cold-storage warehouse keeps dormant plants in good condition well into June. If you are delayed in ordering and want to get quicker growth, you may order started plants in pots after June 1 at only 20% above prices for dormant plants—sent transportation collect because each is growing in 10 to 15 lbs. soil.



HOW TO PLANT ROSES

This diagram showing the proper depth to plant a Modern Rose is one of the 22 easy-to-follow drawings in the complete, concise J. & P. folder "Guide to Successful Rose Gardening," included with every order.

MODERN PERENNIALS

wonder-workers in every garden!

In recent years astounding improvements have been made in almost all classes of Perennial Flowers, and they present the widest possibilities for use in modern gardening. We present only the newer and greatly improved varieties which we have searched out both here and abroad and those hybridized in our own nurseries.

You may select a complete range of colors for each season from early spring till severe frost, a continuous sequence of bloom. J. & P. Novelty Perennials may also be selected for height and habit to fit any plot in your garden, wet or dry, sun or shade. For best results, plant 3 or more of a variety together.

We do not ship Perennial Plants west of Denver.

Gardening Supplies Are Sent Postpaid.



HARCO Sprayer

The simple, easy-to-use, efficient Sprayer you have long wanted! Now better than ever, with improved, easy-cleaning nozzle assuring perfect spray. Long hose and extension rod reach under sides of foliage and far sides of plants. Glass jar holds ideal portions for home garden. Pump fits wide-mouth Mason jars so different kinds of spray may be kept ready for use. Pumps easily with one hand as you spray. Complete with pump, jar, hose, rod and nozzle.

\$2.35
Postpaid

Floralife to make your cut-flowers last longer

To keep the beauty of your prize blooms days longer after cutting, without changing water daily, add 1 packet of Floralife to 2 quarts of water. 10 pkts. \$1; 25 pkts. \$2.25.



The Water Wand

A practical, scientific, irrigating tool that makes watering a pleasure. Weighs just 1 lb., 52 in. long. Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flower-beds, to soak deep around roots. No splashing over leaves and blossoms—no waste of water. Does not wash top soil nor uncover roots. Encourages deep, sturdy roots. Delivers up to 15 gals. per minute.

\$2.50
Postpaid

Jackson & Perkins Co.

1 Rose Lane,
Newark, New York State

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SPECIAL NOTICE

Fertilizers, Dusts, and Sprays

Due to war conditions, we have not listed fertilizers, dusts and sprays. We suggest that you purchase your needs from your local sources where you may secure the latest formulas permitted by our Government.



JACKSON & PERKINS COMPANY

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Here is an advance copy of our 1943 spring catalogue, which we hope will carry our message of peace and cheer.

This year, as never before, home gardening is being emphasized in all quarters and one of the resounding cries is the warning against becoming hysterical and doing away with flower gardens. There is a relaxation in nature's forms and colors whether in the garden or in the house, which seems to seep into the soul and which does its work of rest and morale building in spite of ourselves and our surroundings.

We hope by the means of this catalogue to be able to make many more people happy in the year to come.

Pinocchio, Mary Margaret McBride, Mandalay, and Sonata are leading a prominent part in this year's rose news. Here they are beautifully colored and fully described. Here also is a full list of fruits for the small gardener and again the very popular "Dwarfer" dwarf apple trees and many effectively practical new perennials.

We would be pleased to receive any comments that you care to write us and if you desire more copies of the catalogue for your office or friends, we will gladly send them upon word from you. When you review the catalogue, we would very much appreciate a tear sheet.

Yours very truly,

JACKSON & PERKINS COMPANY

E.S. Boerner
E.S.Boerner, Research Department



Amazing NEW J. & P. WHITE Butterfly Bush

ALL FOUR ON THIS PAGE
Group #329
4 Plants, ^{1 of} each \$2.
(Value \$2.50)
Sent prepaid



White Bouquet (life size is 10 in. long)

© J. & P. CO.

Charming

ILE DE FRANCE

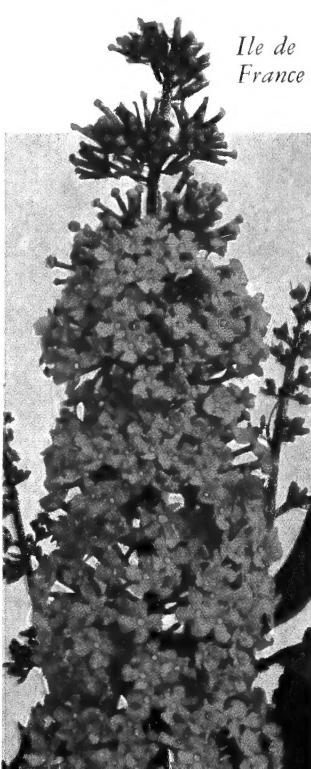
Majestic, hardy, but stays within bounds; sometimes grows up to 6 ft. tall. Living, ever-changing, long, 1-ft. flower-spikes of glowing claret-purple—most popular Butterfly Bush. Irresistibly calls butterflies to enjoy its nectar—pleasing fragrance. Blooms generously from July to frost; fine for cut-flowers. Needs no care; grows in any soil or climate. Available in field-grown and strong 3-in. potted plants.

50c each; 3 for \$1.35;
12 for \$5.

CHARMING

With all the virtues of Ile de France, but taller and with larger spikes in an exquisite shade of pink. A beauty in any location. Available in field-grown and strong 3-in. potted plants.

50c each; 3 for \$1.35;
12 for \$5.



BUDDLEIA—White Bouquet

(Plant Patent No. 536)

Think of it! Long, lovely, fragrant, glistening white sprays like white lilacs all summer and fall, on graceful, medium-sized bush that seldom exceeds 5 or 6 ft. in height, generally lower. The long-looked-for taller shrub for white or blue-and-white gardens. Buddleias are often called "everblooming summer lilacs." Sweetly fragrant, the graceful, all-out-at-once spikes are a great attraction for butterflies.

Those who have seen White Bouquet say it is an important new contribution to horticulture. Be sure to have several plants in your garden this year—they will be admired by everyone and you will find endless uses for the huge, exquisite, 8- to 10-in. flower-spikes (in the deep South, 15- to 18-in. spikes.)

White Bouquet blooms continuously and profusely; the long-lasting flowers are unsurpassed for cutting. Very hardy; like all Buddleias, in most localities the tops die down in winter, then come up again even more vigorously in spring. The roots live on from year to year. The rich, attractive, dark green, abundant foliage has a silvery sheen on the under side. Plant in most any soil or climate. Lovely when planted with Floribunda roses and perennials; excellent as a flowering shrub. Strong 3-in. potted plants.

75c each; 3 for \$2.; 12 for \$7.50

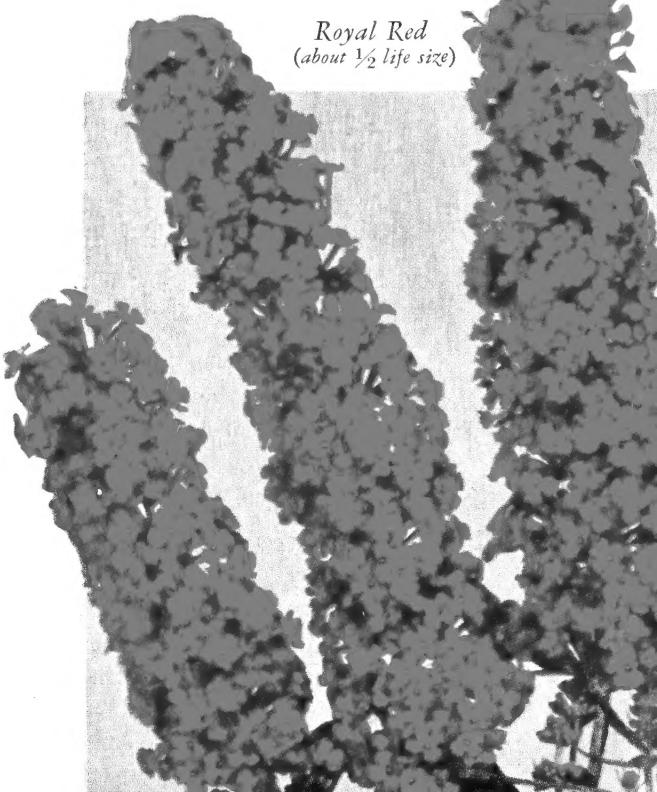
ROYAL RED

(Plant Patent No. 556)

The first truly red Buddleia! Another fine new sweetly fragrant Butterfly Bush—the result of eight years of intense research and breeding work. Admirable for cutting. Royal Red and White Bouquet are unequaled by any other hardy, summer-blooming plants. No shrub in your garden will be more decorative. Grows 4 ft. tall and starts to produce an abundance of fully-rounded, royal-red spikes the first year, from July until frost. Deep green foliage. Strong 3-in. potted plants.

75c each; 3 for \$2.; 12 for \$7.50

Royal Red
(about $\frac{1}{2}$ life size)



Pinocchio

Plant Patent No. 484

The Sensational
"ROSE OF TOMORROW"

Most Popular New Rose for 1943

Truly the all-purpose wonder of Rosedom, and, of course, a J. & P. introduction! Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush, setting the entire plant aglow with pastel harmony. Great clusters of exquisite pointed buds open gradually to long-lasting double exhibition Roses in miniature, 1½ inches across. In the garden Pinocchio has many uses and generously fulfills them all.

A close-up of the exquisite buds, ideal for boutonnieres—just right size for the lapel, and for corsages.



This lovely Pinocchio arrangement was created by Dorothy Biddle and Dorothea Blom, eminent authorities who lecture on flower arranging.



© J. & P. CO.

Dorothy Biddle says: "We have tried to bring out two things—balance by placement and a strong center of interest. The arrangement is placed to the left on the table so the greater area is on the same side as the greater weight and flow of plant material, to the right of the central axis. The lines all lead inward, downward and even upward, to the fully-open flowers at the core of the grouping." One of Pinocchio's outstanding features is its abundance of graceful clusters at all times, easy for anyone to arrange in bouquets.

Lovely in the Garden, and for Bouquets

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for flower arrangement—the one pictured above eloquently demonstrates the limitless possibilities for anyone with 3, 6 or more plants of Pinocchio in the garden. Unrivalled for boutonnieres. Pinocchio blooms so exuberantly, the word "ever blooming" seems inadequate—as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all weather in the garden and often keep from 8 to 10 days in the home. A pinnacle of achievement in the new hardy race of Roses called Floribundas, whose many uses are described more completely on pages 22 and 23. Pinocchio is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds and borders. In addition to these new uses, Pinocchio may be planted wherever one would use Hybrid Tea Roses.

Bred to endure the most rigorous winters and also to persist in blooming abundantly from early June through the hot summer and all fall. Proved in test gardens all over America.

Buds... pointed, exquisite, salmon flushed gold at base.

Blooms in great clusters, opening slowly to exhibition Hybrid Teas in miniature, 1½ in. across, gradually changing to soft clear pink and acquiring deeper pink edges. Long-lasting in garden and cut. Admirable for flower arrangement. Exotic, fruity fragrance.

Plants very prolific, continuous; hundreds of blooms to a bush. Extremely hardy, 20 to 24 in. tall. Rich dark green foliage, ample, very disease-resistant.

Be one of the first to have Pinocchio blooms next June—order 3, 6, 12 or more now. 2-year field-grown plants, guaranteed to live and bloom, sent postpaid:

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Sue Hastings and her renowned marionettes came to the Festival of Roses; in this picture her puppet Pinocchio is praising the Roses named for him. This picture used by special arrangement with Walt Disney Productions.



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